



# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 24, 1963

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DCSS plans to revitalize market rankings by embracing growth patterns . . . . . 39

Ratings Report: Henry hits inaccuracies, new council starts work . . . . . 68

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*New Tappan Zee Bridge spanning the Hudson River*

from  
the  
Tappan Zee . . .

*Breakers at Big Sur, California*

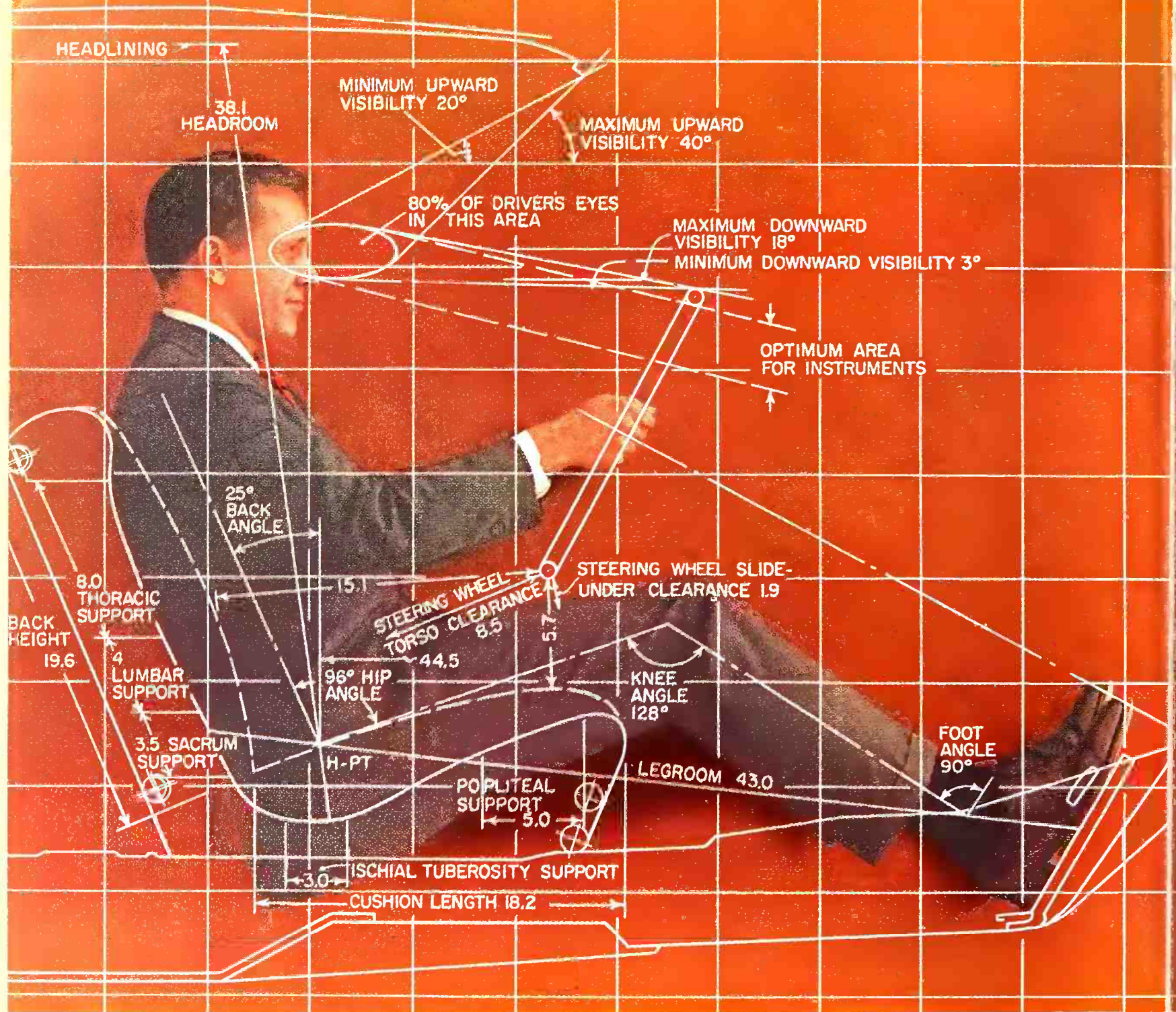
to  
the  
Pacific Sea

**WGN Radio** reaches the largest audience of any broadcast property west of the Hudson\*

**WGN IS CHICAGO**



\*NCS 1961



Chrysler Corporation engineers use "Anthropometrical" figures like this in designing cars to "fit" man's needs for comfort and safety.

## Man is a challenge—the biggest one we face

Man is all shapes and sizes. So is his family.

Man is the motorist who can sense steering-wheel vibrations as minute as forty millionths of an inch.

Man is the astronaut in outer space.

Man is the engineer on whose skill and imagination great dreams depend.

Man is the car dealer who must back up his promises.

All these aspects of man add up to the biggest challenge any company must meet.

How does Chrysler Corporation meet it?

By selecting the best engineers for intensive training and advanced degrees at Chrysler Institute of Engineering.

By maintaining the high quality of Chrysler-built cars and trucks.

By analyzing sound and vibrations so scientifically as to cause the entire literature of sound to be rewritten.

And, by being a prime contractor for America's missile and space vehicle program.

Man is one of many challenges met by Chrysler Corporation in the course of its highly diversified activities as the twelfth largest industrial business in the United States, with understandable confidence in its own growth and the future of this country.

PLYMOUTH • VALIANT • CHRYSLER IMPERIAL • DODGE • DODGE DART • DODGE TRUCKS • SIMCA • DEFENSE AND SPACE PRODUCTS • PARTS DIVISION • AMPLEX AIRTEMP • CHEMICAL DIVISION • MARINE DIVISION • INDUSTRIAL PRODUCTS DIVISION



**CHRYSLER  
CORPORATION**

SEE "EMPIRE" IN COLOR, NBC-TV, TUESDAYS

**NOW PLAYING**

**IN HOUSTON**



...the **AMES**  
**BROTHERS SHOW**

**1 p.m. weekdays**

**LIVE AND LOCAL**

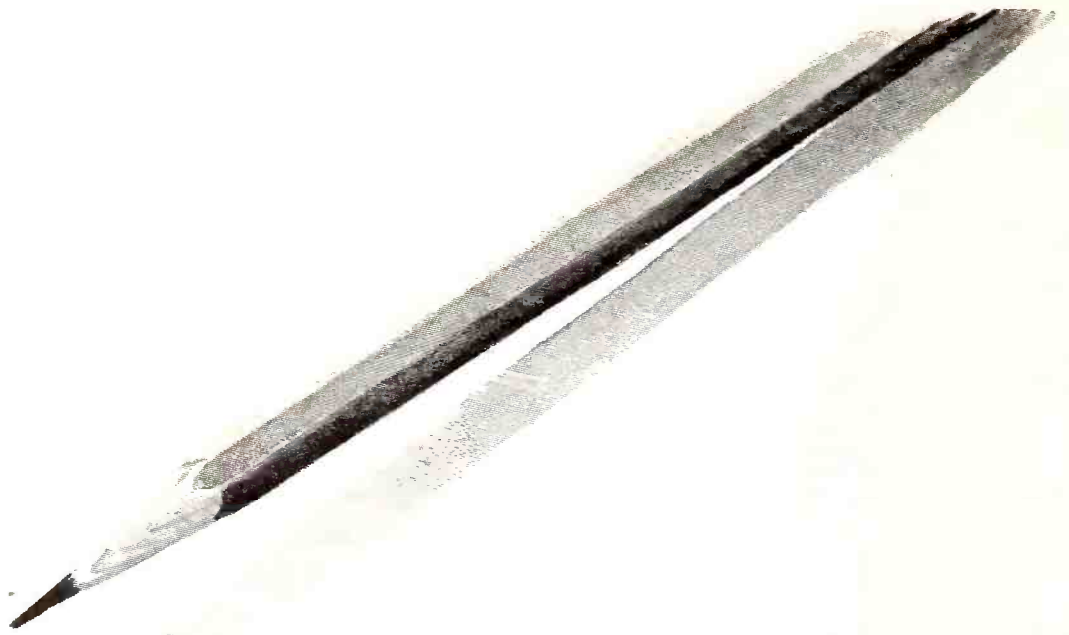
CHANNEL

**13**

MUSIC • FUN • GUEST STARS • VARIETY • NEWS • LIVE AUDIENCE

**KTRK-TV**

**"CALL HOLLINGBERY"**



## ✓ **KRLD-TV INCREASES ITS LEAD**

KRLD-TV now delivers more homes per average quarter-hour, 9 am to 6:30 pm, Monday thru Friday,\* than the next two channels in the market **combined** — AND 59.8% more homes from 6:30 pm to Midnight, Sunday thru Saturday,\* than the next station in the Dallas-Fort Worth market.

The Metro Area percentages story is the same: KRLD-TV, from 9 am to 6:30 pm, Monday thru Friday,\* has a larger average share than the next two stations **combined**. Sunday thru Saturday, 6:30 pm to Midnight,\* KRLD-TV's share is 32.4% greater than the next station in the market.

All across the board, total market domination is yours with Channel 4. See your ADVERTISING TIME SALES representative.

\*NSI March 25-April 21, 1963.



represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President



**MAXIMUM POWER** TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

## KIRO stations to Mormons

Negotiations were in progress last week for acquisition of controlling interest in KIRO-AM-FM-TV Seattle (CBS affiliated) from Saul Haas, president-general manager, by Mormon church, which owns KSL-AM-FM-TV Salt Lake City (CBS affiliated), plus interest in other Western commercial broadcast properties. Church already has acquired some 30% of KIRO properties from minority stockholders and currently is negotiating for acquisition of Mr. Haas's 64%. Minority stock was purchased at about \$30 per share. With 257,000 shares outstanding, this would bring figure to about \$8 million but it's expected that Haas majority stock would bring higher figure.

Robert Barker, of Wilkinson, Cragun & Barker, representing Radio Service Corp., which operates properties for Church of Jesus Christ of Latter Day Saints, was in Seattle last week to confer with Mr. Haas and Charles Horowitz, Mr. Haas's Seattle attorney. Radio Service Corp. is headed by Arch Madsen, president-general manager of KSL properties, who has been serving on Queen City Broadcasting Co. (KIRO) board. Mr. Haas is on KSL board. Mormon group owns minorities in KID-AM-TV Idaho Falls and KBOI-TV Boise, also CBS affiliated. Church also owns World Wide Broadcasting Co. (WRUL) New York international commercial short-wave operation.

## Ready for bids?

Interests of Kerr family in Kerr-McGee stations reportedly are on sales block. Death early this year of Senator Robert S. Kerr (D-Okla.) with resulting inheritance taxes and management problems are said to be cause of impending divestiture. Sales will reportedly be made without services of broker. Kerr-McGee stations are WEEK-TV Peoria and WEEQ-TV La Salle, both Illinois; KVOO-TV Tulsa (45%) and KOCO-TV Enid (20%), both Oklahoma.

## Henry's programs

Look for FCC Chairman E. William Henry to submit to commission soon his controversial proposal that agency reevaluate its policy on sustaining time. Proposal, first offered in Nashville speech in May (before his appointment as chairman), brought protests from networks and stations. But instead of backing off, he's doing research for memorandum he can submit to commission. He feels commission should decide whether it should consider percentage of sustaining time in judging station's performance. He

# CLOSED CIRCUIT®

says this might be one way of stimulating more public affairs programing, particularly in areas of controversy.

*When Chairman Henry appears before Senate Communications Subcommittee Wednesday on suspension of Section 315 (equal time provision), he probably will advance two views—one in behalf of FCC and other his own. FCC will go for legislation to suspend Section 315 in next year's elections only to extent of exempting presidential and vice presidential campaigns as it did before House committee. But Chairman Henry, like his predecessor, Newton N. Minow, is expected to espouse allocation of specific blocks of time, for free, for candidates seeking public office.*

## Elgin's moves

Elgin National Watch is ticking away with plans at management level as well as in broadcast. At New York executive quarters, Henry Gargolis, board chairman, reportedly will bring in Norman Gladney, now principal in Taplinger-Gladney advertising agency. Major announcement should be forthcoming within next 10 days. Significance: Mr. Gladney's advertising background is mainly in broadcast.

*In new broadcast move, Lady Elgin Diamond Watches division plans to test emotional approach in copy using radio exclusively. Test campaign expected to break after Labor Day using some 10 markets at outset on basis of 52-week non-cancelable contract. Elgin's theme will be "heirloom from the royal family"—Elgin in 1964 being first watch company in U.S. to celebrate centennial.*

## Cutback for Nielsen?

There's good chance A. C. Nielsen Co. will withdraw shortly from local radio ratings business. Effective date isn't certain, but announcement may come this week. ACN has said it would retire from this field if it didn't find adequate support for "interim" service initiated few months ago. Its network radio measurement service will continue, and so, it's understood, will its efforts to develop new local radio service that'll meet its objectives and also be attractive to clients.

## Fie on fees

Author of anti-FCC license fee bill, Representative Walter E. Rogers (D-Tex.), is trying to schedule it for hearing before his communications subcommittee this session. Bill is based on question whether agency has legis-

lative authority to impose fees Jan. 1, 1964, as it has said it would, without congressional action. Mr. Rogers says if he is unable to obtain hearing this session, he'll ask FCC to postpone effective date of its fees until he can get hearing first thing next year for sure.

## South may rise again

Interest is being whipped up for convocation of representatives of state associations of broadcasters to protest FCC's proposal to adopt National Association of Broadcasters' commercial limitations on radio and TV time, but action probably won't be taken until after NAB board meeting in Washington this week. Georgia Association of Broadcasters, which plans "flying mission" to Washington July 9 to protest to Congress, is ramrodding special meeting, which may be convened one Sunday in July at Airport Motel near Atlanta, to which state broadcasters from Southeastern area would be invited. Jack Williams, GAB executive secretary, reported Friday that eight state associations already had indicated full or qualified acceptance of invitation if it develops.

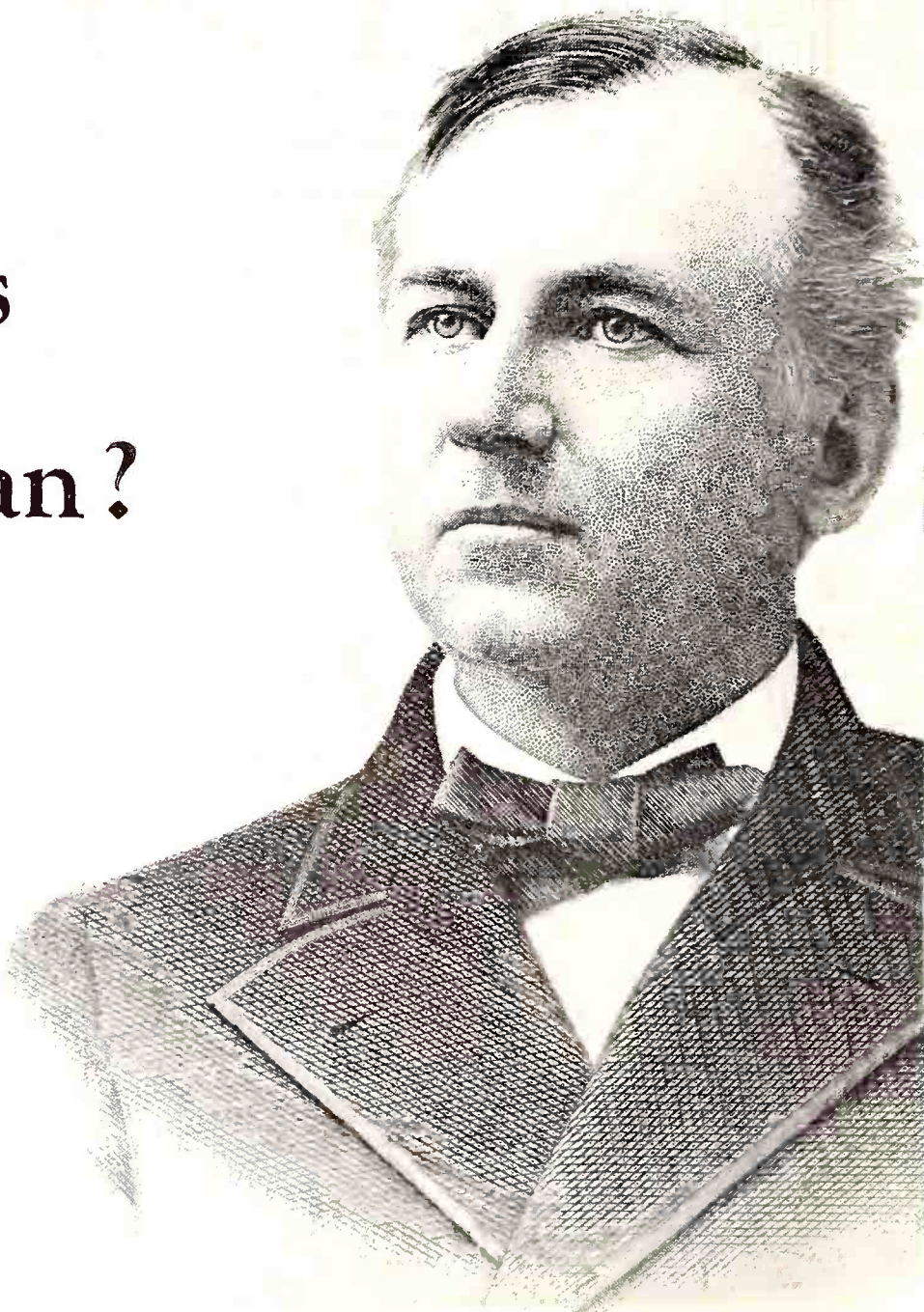
## Pause for repairs

Summertime will bring cooling-off time for current tensions between National Association of Broadcasters and Radio Advertising Bureau—if RAB has anything to do with it. Tensions stem from RAB's plans to do radio methodology study and NAB's refusals, thus far, to support it (see page 72). NAB authorities have protested that RAB is airing differences in public. Now attitude at RAB seems to indicate bureau will go out of its way to avoid public display, will cooperate in any way it's asked to and will give NAB time over next few weeks to meet, think, talk—or anything else needed to reach decision as to supporting RAB study.

## Bigger thing

Robert Richardson, who has received national publicity as chief questioner during radio-TV ratings hearing of House Subcommittee on Investigations, reportedly is considering running for Congress in 1964. Mr. Richardson, 30-year-old former Democratic member of Oklahoma assembly, may make race against incumbent Representative Victor Wickersham (D-Okla.). Latter has liberal voting record while ratings investigator is announced conservative. Mr. Richardson has just been promoted to associate counsel of subcommittee.

# What makes a great salesman?



Philadelphia, April 8, 1861. Young merchant John Wanamaker counted his first day's receipts . . . \$24.67. Sixty-seven cents was kept to make change . . . \$24 was invested in advertising the store that was to grow into America's largest retail clothing establishment.

Through Wanamaker's daring advertising tactics and merchandising ingenuity, Philadelphia set the pace for the retailing world. Wanamaker inaugurated the "one price" policy . . . was *first* to guarantee customer satisfaction with exchanges and refunds. In 1877, he opened America's *first* "composite" store . . . was *first* to illuminate a retail store with electricity . . . was the *first*

department store to use full page newspaper ads. Wanamaker's flair for showmanship in selling, combined with his dedication to "integrity, education, courtesy and mutuality" made the Wanamaker store a national institution.

Wanamaker has been called "the father of modern advertising". Station WIBG, Radio 99, believes in Wanamaker's alert policy of adapting to meet the needs and desires of the community. A great salesman . . . and like Wanamaker . . . a respected salesman, WIBG is *first* in listenership in Philadelphia\*, the City of Firsts.

<b>STORER</b> BROADCASTING COMPANY	<b>LOS ANGELES</b> KGBS	<b>CLEVELAND</b> WJW	<b>MIAMI</b> WGBS	<b>TOLEDO</b> WSPD	<b>DETROIT</b> WJBK	<b>WIBG</b> PHILADELPHIA
<b>NEW YORK</b> WJHN	<b>MILWAUKEE</b> WITI-TV	<b>CLEVELAND</b> WJW-TV	<b>ATLANTA</b> WAGA-TV	<b>TOLEDO</b> WSPD-TV	<b>DETROIT</b> WJBK-TV	

\*According to Pulse, Hooper and NCS

Represented by Katz Agency

# WEEK IN BRIEF

Major changes in cigarette advertising and promotion are in the works, judging by decision of companies to pull out of college campus media. Canadian cigarette firms to use only TV hours after 9 p.m. See lead story ...

## CHANGE IN TOBACCO ADS ... 31

The upheavals in U. S. growth patterns have moved a big agency—Doherty, Clifford, Steers & Shenfield—to put into operation a continuing plan of market evaluation that reflects changes as they are happening. See ...

## NEW MARKET RANKING CONCEPT ... 39

A major entity has entered the audience measurement field—the Rating Council set up under NAB auspices. The council met last week and is drafting criteria to serve in setting up a performance-auditing plan. See ...

## RATING COUNCIL STARTS WORK ... 69

Newest rating headache from the government: FCC Chairman E. William Henry told House probers his agency is really serious about threat to punish broadcasters who misuse information on audience research. See ...

## HENRY'S STAND ON RATINGS ... 68

The network sales situation is improving and is nearing the sellout stage. Highlight of the last week was a \$4-million CBS-TV buy made by P&G. Brown & Williamson, Heinz, Lever and Breck also sign new orders. See ...

## NETWORK SELLING RASH ... 34

It's NAB board week and the issues are important—commercial time standards, ratings and election of a board chairman. Radio and TV code boards to submit revised formulas covering commercial time. See ...

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Is Uncle Sam twisting radio and TV arms to get free publicity? Strong charges of New Frontier coercion by newspaper columnist are based on Department of Agriculture memo sent out before wheat referendum. See ...

## FEDERAL ARM-TWISTING ... 90

Legislation to suspend Section 315 (equal time) of the Communications Act won House approval last week by a 2-to-1 margin. Now the measure goes to the Senate where the Commerce Committee will hold hearings. See ...

## HOUSE PASSES 315 BILL ... 84

Can a network affiliation contract be amortized for tax purposes? Corinthian Broadcasting Corp. claims it can and has over \$2 million in taxes at stake in a case being tried by Judge Dawson in U. S. Tax Court. See ...

## TAX CASE GOES TO COURT ... 92

Any congressional effort to curtail or hobble editorializing by broadcast stations will meet firm opposition from NAB's committee on editorializing. Members of the committee reviewed the problem last week. See ...

## NAB SET TO FIGHT ... 85

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### **BROADCASTING** THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*What's discretionary income?*

*Have you seen  
my new refrigerator?*



*It's a cold fact — there's 27% more discretionary income (on the national average) in Ohio's Third Market. Whatever you're selling — if it costs money — it's wise to advertise where money's abundant, via WHIO-TV, AM, FM. Ask George P. Hollingbery.*

**Additional morsel for thought:**

*Dayton continues to lead the state's eight major cities with the highest weekly gross earnings. (Dayton Daily News — 4/16/63).*

*Associated with WSB, WSB-TV, Atlanta, Georgia,  
WSOC, WSOC-TV, Charlotte, North Carolina  
and WIOD, Miami, Florida*



**DAYTON, OHIO • WHIO • AM • FM • TV**



## PAPERS STRIKING BACK AT TV

### 'Newspaper 1' aimed at bigger share of national ads

Thirty of nation's biggest newspapers have banded together to sell national advertising—and it looks as if target is TV.

Organization of "Newspaper 1" was announced Friday (June 21) in Chicago. Hope is to sell national lineage on one-order, one-bill basis.

Walter C. Kurz, sales director of *Chicago Tribune*, explained newspapers get 60% of \$4.75 billion spent annually in retail and local advertising, but only 11% of \$7.75 billion spent annually on national advertising (or \$852.5 million).

Group claims 15,396,000 Sunday and 12,674,000 daily circulation.

Broadcasting volume of national advertising in 1962 was over \$1.7 billion.

Besides *Chicago Tribune* (WGN-AM-

TV), others in group are:

*Atlanta Journal and Constitution* (Cox stations); *Baltimore Sun* (WMAR-TV Baltimore and WBOC-AM-TV Salisbury, Md.); *Boston Herald and Traveler* (WHDH-AM-FM-TV); *Buffalo News* (WBEN-AM-FM-TV); *Cincinnati Enquirer, Cleveland Plain Dealer, Dallas News* (WFAA-AM-TV); *Denver Post, Detroit News* (WWJ-AM-FM-TV), *Fort Worth Star-Telegram* (WBAP-AM-FM-TV); *Houston Chronicle* (KTRH-AM-FM); *Indianapolis Star and News, Kansas City Star, Los Angeles Times* (former owner of KTTV-TV); *Louisville Courier-Journal and Times* (WHAS-AM-TV).

*Minneapolis Star and Tribune* (47% of WCCO-AM-FM-TV and 80% of KTVH-TV Hutchinson, Kan.); *Newark News* (WVNJ); *New Orleans Times-Picayune and States & Item, New York News* (WPIX-TV); *Oakland Tribune, Philadelphia Inquirer* (Triangle stations); *Phoenix Republic and Gazette, Portland Oregonian* (Newhouse stations); *St. Louis Globe-Democrat* (Newhouse stations); *St. Paul Dispatch and Pioneer-Press* (Ridder stations).

*San Diego Tribune and Union, San Francisco Chronicle* (KRON-FM-TV); *Seattle Times, Washington Post and Times-Herald* (Post-Newsweek stations).

## Convention sites due this week

Broadcasters should know where to set up their gear to cover 1964 national political conventions by midweek as both parties name convention sites. Democrats meet with news media representatives today (Monday) in Washington to discuss any problems of contending cities, then should name city Tuesday (June 25). Republicans met in Denver over weekend and already had talked with newsmen on technical problems (BROADCASTING, May 27, April 15).

Meeting with Democrats: Elmer Lower and William B. Monroe, NBC; Lawrence Beckerman, ABC; Al Thayer and Charles Lee Coney Jr., CBS; Stephen J. McCormick and Joe Keating, MBS; John W. (Bill) Roberts, Time-Life Broadcast; Robert M. Menaugh and Robert C. Hough, superintendents of congressional radio-TV galleries.

## Corinthian's case ends; briefs due in 60 days

Corinthian Broadcasting Corp. tax case was completed Friday (June 21) with both broadcaster and Internal Revenue Service due to file briefs with U. S. Tax Court in 60 days (see page 92).

Final session saw IRS counsel call H. H. Goldin, FCC chief of research and education (soon to be assistant chief of Broadcast Bureau) and Sarkes Tarzian, components manufacturer and

multiple TV station owner, in attempt to rebut Corinthian testimony.

Mr. Goldin testified that when network affiliates with multiple owner, affiliation generally remains for indeterminate time. To suggestion that TV is still in volatile state (with UHF and pay TV on horizon), he stressed Indianapolis with three VHF outlets on air for last four years could be considered stable market as far as affiliations go.

He also questioned basic data submitted by Corinthian (list of all CBS and NBC affiliations from 1948) on ground it included time when TV was undergoing growth, new stations were coming on air, and affiliations were changing with changing pattern.

Mr. Tarzian's appearance was protested vigorously by Corinthian counsel.

## Governors invited to testify at hearing

Senator John O. Pastore (D-R. I.), chairman of Senate Communications Subcommittee, wired governors of each of 50 states Friday (June 21) an invitation to testify at hearing on Section 315 which begins Wednesday (June 26) in Washington.

One proposal to be considered would suspend equal time provisions for presidential, vice presidential, gubernatorial and congressional races next year. House passed version limited to national races Wednesday (see page 84).

Governors were told they could appear June 26-28, but might submit statements if unable to come.

## Gotham's glad hand

Process for obtaining TV film permits for production on New York City streets will get helping hand from city when new permit forms go into use July 1 (CLOSED CIRCUIT, June 10). At same time, city's department of commerce and industrial development, which processes applications, will introduce new system to ease clearance procedure. Under new procedure, single application will be filed with department's commercial photography coordinator and then routed through other city departments and returned within three days. Police protection and traffic assistance is included in city's services to producers.

## Editorializing parley with FCC cheers NAB

NAB representatives left meeting with FCC officials Friday (June 21) encouraged by impression commission will support association in its opposition to pending "restrictive legislation" on political editorializing by broadcasters.

FCC Chairman E. William Henry, who participated in meeting on broadcast editorializing, said later, however, commission hasn't yet formulated position on measure. Bill (HR 7032) would make political editorializing subject to equal-time requirements that now apply to appearances by political candidates (see story, page 85).

But Chairman Henry said meeting showed there was "great deal of general agreement" between NAB and FCC officials "on approach to the problem of editorializing."

He said commission would review bill before FCC's scheduled appearance next month at House Communications Subcommittee hearing on editorializing by broadcasters. Draft of statement to be presented by commission is now being prepared by staff.

Chairman Henry also said commission will issue policy statement on "whole question" of airing of controversial issues—not only political editorials—by broadcasters. He said "prime importance" of issue requires this.

He said statement might be in form of "primer" (series of questions and answers on editorializing), public notice, further modified policy statement, or

## WEEK'S HEADLINERS



Mr. Winik

Leslie Winik, executive VP of International Telemeter Co., pay TV division of Paramount Pictures Corp., elected president, succeeding Howard Minsky, who has resigned. Mr. Winik has been associated with Telemeter for five years and has been in charge of programming activities. Earlier he headed his own independent film company, which specialized in filming and distribution of boxing events, including championship bouts.



Mr. Douglas



Mr. Duffy

James E. Duffy appointed VP in charge of network sales for ABC-TV. Mr. Duffy joined ABC as publicity writer in Chicago in 1949. Most recently he was executive VP and national sales director of ABC Radio. Theodore M. Douglas elected VP and national director of sales for ABC Radio. Mr. Douglas had been eastern sales manager of ABC Radio since 1960. Edward G. Bishoff elected VP and director of sales for central division of ABC Radio. He joined ABC in 1950

and had been sales manager for radio network's central division since 1960. Herb Granath, ABC Radio account executive for past three years, named eastern sales manager for ABC Radio network, succeeding Mr. Douglas. Mr. Granath was account executive at NBC-TV, in network station sales before joining ABC Radio in 1960.



Mr. Bishoff



Mr. Granath

Charles H. Tower, administrative VP of Corinthian Broadcasting Corp., elected executive VP. Mr. Tower joined Corinthian two years ago (BROADCASTING, June 5, 1961), resigning from National Association of Broadcasters, where he was at that time VP for television. Mr. Tower joined NAB in 1949 in employer-employee relations department (he became manager of that department in 1955). He was elected VP for TV in May 1960. Earlier Mr. Tower was with RCA's home office in Camden, N. J., and had been field examiner for National Labor Relations Board.



Mr. Tower

### For other personnel changes of the week see FATES & FORTUNES

proposed rule—or combination of these possibilities.

NAB officials, on basis of Friday's meeting, felt commission wouldn't adopt additional rules on editorializing. But Chairman Henry said this is still to be considered by commission.

### 1st quarter loss reported

Teleprompter Corp., New York, reported Friday (June 21) company had loss of \$80,687 for first three months of 1963 and gross revenues of \$1,242,995. First-quarter loss, spokesman said, was attributable primarily to expenses and temporary decreases in production while relocating three divisions at Cherry Hill, N. J. in January and February.

### CBS-owned TV stations forming own news bureau

Further emphasis on local news coverage by five CBS-owned television stations was indicated last week with announcement that stations will establish their own news bureau in Washington, operating independent of CBS News Bureau, expected to be open by Sept. 1, will supply sound film coverage of stories relating to each station's specific market.

Film will be flown to each station for use on same day as covered, and is expected to increase each station's local news coverage by three hours a week.

Earlier, network-owned WCBS-TV New York had announced formation of its

own news organization independent of network, to be operative by Sept. 2 (BROADCASTING, June 10).

### Line rate comments must be in by July 22

FCC Hearing Examiner Forrest L. McClenning ordered Friday (June 21) that all parties involved in FCC's investigation of press rates for private line telegraph and telephone services be prepared to submit their cases by July 22.

Investigation was called to determine if increased rates by AT&T and Western Union would curtail dissemination of news by broadcasters.

Seventeen parties are intervening in case, representing press and including National Association of Broadcasters (see story, page 82).

### NAFMB asks extension of comment deadline

National Association of FM Broadcasters has asked until Nov. 1 to comment on FCC's proposed birth-control plan for AM and FM services (BROADCASTING, May 20). Deadline for comments is presently July 17.

NAFMB told commission that agency's plan, if adopted, would have major effect on regulatory relationship between AM and FM, as well as upon allocation and assignment policies. Association told commission its plan also "raises substantial legal and policy questions."

### Reds halt jamming of VOA programs

Soviet Union mysteriously stopped jamming Voice of America broadcasts in eight Soviet languages last week for first time since Premier Khrushchev's 1959 visit to U. S., VOA reported Friday (June 21).

Satellite countries still were jamming, but Russians stopped interfering with broadcasts in Russian, Ukrainian, Armenian, Georgian, Estonian, Latvian, Lithuanian and Polish as of 10:30 p.m. EDT Tuesday (June 18) and had not resumed at week's end. Voice said.

British Broadcasting Corp. announced last week its Russian language programs were not being jammed either, although as well as could be determined, this was not case with Radio Free Europe and Radio Liberty.

### Catholic group names Sweeney

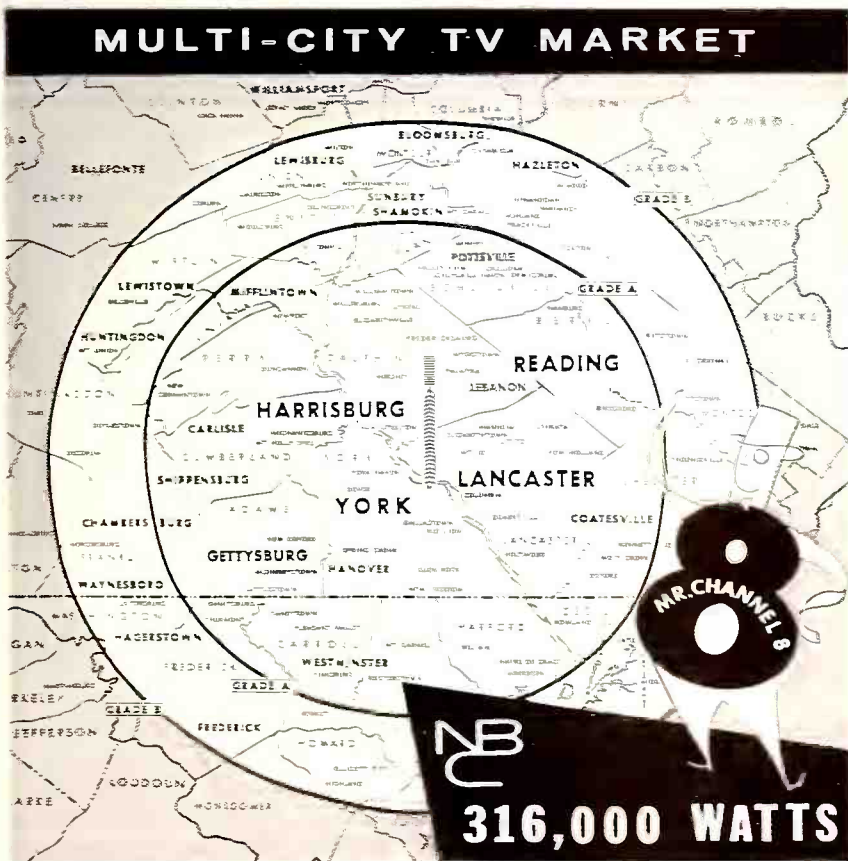
Catholic Broadcasters Association last week elected the Rev. Kenneth Sweeney, diocesan director of radio and TV in Indianapolis, president of association.

Other officers elected were the Rev. Eugene C. Best, vice president; the Rev. Elmo L. Romagosa, secretary, and Mrs. John W. Ford, treasurer.



**WGAL-TV**  
*provides the  
 power that  
 makes the sale*

In this multi-city market, an advertising schedule without WGAL-TV is like a **BOAT WITHOUT A MOTOR**. Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.



**WGAL-TV**  
**Channel 8**  
**Lancaster, Pa.**  
 STEINMAN STATION • Clair McCollough, Pres.



## Time out

Not long ago, the five stations represented by Metro Radio Sales ran out of time.

Working closely with their customers, the rep and station staffs were able to provide many alternate or delayed schedules. But the out-of-time condition hasn't let up and, reluctantly, new orders have been turned down.



**WNEW New York, WIP Philadelphia, WHK Cleveland  
WCBM Baltimore, KMBC Kansas City**



## Time in

We reached this state of timelessness because we put in a great deal of time making our stations more valuable to the advertiser.

(Mindful of listeners, we limit the number of commercial minutes in any hour. In turn, listeners are more mindful of an advertiser's time.)

This commercial integrity makes our time much more meaningful to you.

In time to come, there will be time available. Meanwhile, to those advertisers who have been inconvenienced: Thanks for your understanding and confidence.

**Metro Radio Sales**

Offices: New York, Chicago, Philadelphia, Detroit, St. Louis, Los Angeles, San Francisco



can't mistake  
his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting... who knows his station... knows his market... knows his facts and figures. In short, knows his stuff.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

#### Crosley Color TV Network

<b>WLW-C</b>	<b>WLW-T</b>	<b>WLW-D</b>	<b>WLW-I</b>
Television Columbus	Television Cincinnati	Television Dayton	Television Indianapolis

**WLW** Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices—New York, Chicago, Cleveland  
Tracy Moore & Assoc., Los Angeles, San Francisco  
Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLY BRDADCASTING CDRPORATION  
a subsidiary of **Arco**

## DATEBOOK

A calendar of important meetings and events in the field of communications

\*Indicates first or revised listing

### JUNE

June 21-Aug. 17—**Twenty-First Stanford Radio-Television Film Institute**, sponsored jointly by Department of Communication of Stanford University and San Francisco stations: KPIX (TV), Westinghouse Broadcasting Co.; KQED (TV), Bay Area Educational Television Association; and KNBR-AM-FM, NBC. Courses meet alternately on the campus of Stanford University and in the San Francisco studios of the cooperating stations.

June 22-27—**Advertising Association of the West** annual convention at Ambassador hotel, Los Angeles. Junior conclave, June 22; business sessions, June 24-26; president's dinner, June 26; golf tournament, June 27.

June 24—**TvB Sales Clinic**, New Orleans.

\*June 24-28—**Thirty-second annual management conference of National Advertising Agency Network (NAAN)**, Newport Inn, Newport Beach, Calif. Featured speaker is Peter Allport, president of the Association of National Advertisers.

June 24-28—**Meeting of National Association of Broadcasters** radio, TV and combined boards, Statler-Hilton, Washington.

June 24-29—**Ninth annual Writers' Conference**, McKendree College, Lebanon, Ill.

June 24-29—**International Telefilm Show**, within framework of 13th International Film Festival Berlin (Germany) 1963.

June 25—**TvB Sales Clinic**; Baton Rouge, La.; Winston-Salem, N. C.

June 25—**Stockholders meeting, The Jerrold Corp.**, Jerrold Building, Philadelphia.

June 26—**FCC Chairman E. William Henry** is first witness as **Senate Commerce Committee** opens hearing on proposals to suspend equal time requirements during 1964 political campaigns. Broadcaster comments are invited.

June 26-29—**Second annual executive conference of New York State Broadcasters Association**, Gideon hotel, Saratoga Springs, N.Y. Panelists include Joseph Morris, editor of *Advertising News of New York*; Arthur Perles, editor of *Radio-TV Daily*; Ed Bunker, Radio Advertising Bureau; Ward Dorrell, John Blair Cos.; Kenneth Cox, FCC commissioner; and Robert M. Booth Jr., Booth, Tierney, Hennessey, Washington communications law firm.

June 27—**TvB Sales Clinic**, Hattiesburg, Miss.

June 27—**Annual loudspeaker conference, Electronic Industries Association**, Pick Congress hotel, Chicago.

June 27-29—**Wisconsin Broadcasters Associated meeting, The Northernnaire**, Three Lakes, Wis. June 28 speakers include FCC Commissioner Frederick W. Ford, Radio Advertising Bureau President Edmund C. Bunker, and John Hurlbut, owner-manager of WVMC Mt. Carmel, Ill.

June 27-29—**Maryland-D. C. Broadcasters Association**, Sea Scape hotel, Ocean City, Md.

\*June 28—**TvB Sales Clinic**, Meridian, Miss.

June 30-July 12—**Fifth annual Advertising Federation of America marketing management and advertising seminar**, Harvard Business School, Cambridge, Mass.

June 30-July 4—**Annual convention of Kiwanis International**, Convention Hall, Atlantic City, N. J. Ward Quaal, executive vice president of WGN Inc., Chicago, will speak July 2 on "Responsibility for Developing, Strengthening, and Preserving Free Enterprise." Other speakers include Merle H. Tucker, president of Kiwanis International and president and general manager of KGAK Gallup, N. M.; Secretary of State Dean Rusk; and Washington correspondent Max Freedman.

### JULY

\*July 8-19—**ETV Workshop**, sponsored jointly by telecommunications division of San Bernardino Valley College and the University of Redlands. For further information, write: Dr. Robert West, director of summer sessions, University of Redlands, Redlands, Calif.

\*July 9—**Annual stockholders meeting, Taft Broadcasting Co.**, 1906 Highland Ave., Cincinnati, Ohio.

July 10—**Annual meeting of Broadcast Pioneers**, Park Lane hotel, New York City.

July 10-14—**Convention of American Federation of Television and Radio Artists**, Ambassador hotel, Los Angeles. Keynote speakers will be California Governor Edmund Brown and Mayor Samuel Yorty.

July 10-20—**Fourteenth International Festival of Documentary Film**, Venice, Italy.

July 11-13—**Annual convention of Idaho Broadcasters Association**, Moscow, Idaho.

\*July 14-16—**Summer convention of South Carolina Broadcasters Association**, Ocean Forest hotel, Myrtle Beach. A. P. Skinner, WOLS Florence, is convention's general chairman.

July 14-26—**Fourth annual NAB Executive Development Seminar**, Harvard Business School, Cambridge, Mass. The general outline of subject matter includes: (1) development of the executive; (2) formulation and execution of competitive strategy; (3) organization and delegation of work; (4) planning, budgeting and controlling costs (5) management of people; (6) review and appraisal of management performance.

\*July 17—**Comments are due on FCC rule-making** to control development of AM and FM radio services.

\*July 18—**Effective date for FCC's new automatic logging rules**, requiring daily, five times a week inspection of transmitter facilities.

July 20—**Florida AP Broadcasters annual meeting**, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

\*July 25-27—**National Broadcast Editorial Conference (NBEC)**, co-sponsored by Henry Grady School of Journalism and the Georgia Association of Broadcasters, at the University of Georgia, Athens. Keynote speaker is Representative Oren Harris (D-Ark.). Participants include FCC Commissioner Kenneth A. Cox; communications attorney Theodore Pierson of Washington, D. C.; Dr. Mary Ann Cusack, National Association of Broadcasters; Ralph Renick, vice president of WTVJ(TV) Miami; George Campbell Jr., executive vice president of Peoples Broadcasting Corp., Columbus, Ohio; and Howard K. Smith of ABC-TV.

July 28-Aug. 1—**Radio Broadcast Seminar of Barrington Summer Conference**, Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Bertermann, president, National Religious Broadcasters; Ralph Brent, president, Worldwide Broadcasting; Dr. Clarence Jones, chairman of board, World Radio Missionary Fellowship (HCJB).

### AUGUST

\*Aug. 4-6—**Atlantic Association of Broadcasters convention**, Newfoundlander hotel, St. John's, Newfoundland.

\*Aug. 11-15—**Second annual NCTA Management Institute**, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

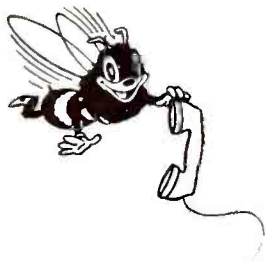
\*Aug. 19—**Eighth annual Distributor-Manufacturer-Representative conference**, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

\*Aug. 20-23—**Western Electric Show and Convention (WESCON)**, San Francisco's Cow Palace. Papers include: "Telstar" by



**FAVORITE THROUGHOUT MARYLAND** FRIENDSHIP AIRPORT, BALTIMORE

**WBAL-RADIO 1090**  **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION  
NATIONALLY REPRESENTED BY MCGAVREN-GUILD COMPANY, INC.



## Are you sure you're considering the whole ball of beeswax?



Your advertising plans for Inland California and Western Nevada are incomplete if you're forgetting about the best way to reach this vital market. The best way is BEELINE RADIO. The McClatchy stations have an outstanding record of program excellence. This is why they have the listeners — this is why your sales message will be heard.

### McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO



Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

\*Aug. 23-24—Oklahoma Broadcasters Association convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

Aug. 27—Board of Broadcast Governors hearing, Ottawa.

#### SEPTEMBER

\*Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

\*Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

\*Sept. 6-7—Arkansas AP Broadcasters Association. Speaker: AP Assistant General Manager Louis J. Kramp.

\*Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

\*Sept. 9-12—New York Premium Show, New York Coliseum.

\*Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

\*Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis, Minn.

\*Sept. 12-15—Annual fall convention, Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

\*Sept. 14-15—Southwest Regional Conference, American Women in Radio and Television, Houston.

\*Sept. 17-19—American Association of Advertising Agencies' western region meeting, The Mark Hopkins, San Francisco.

#### OCTOBER

\*Oct. 1—Advertising Research Foundation's conference, Hotel Commodore, New York.

\*Oct. 13-18—Ninety-fourth convention of the Society of Motion Picture and Television Engineers, Somerset hotel, Boston.

\*Oct. 17-18—American Association of Advertising Agencies (AAAA) central region meeting, Sheraton hotel, Chicago.

\*Oct. 20-21—Meeting of Texas Association of Broadcasters, Cabana hotel, Dallas.

\*Oct. 28-30—National Electronics Conference, McCormick Place, Chicago. The deadline for the submission of technical papers to the Program Committee is May 15. Papers should be submitted to Dr. H. W. Farris, EE Dept., University of Michigan, Ann Arbor (Telephone: 663-1511, ext. 3527).

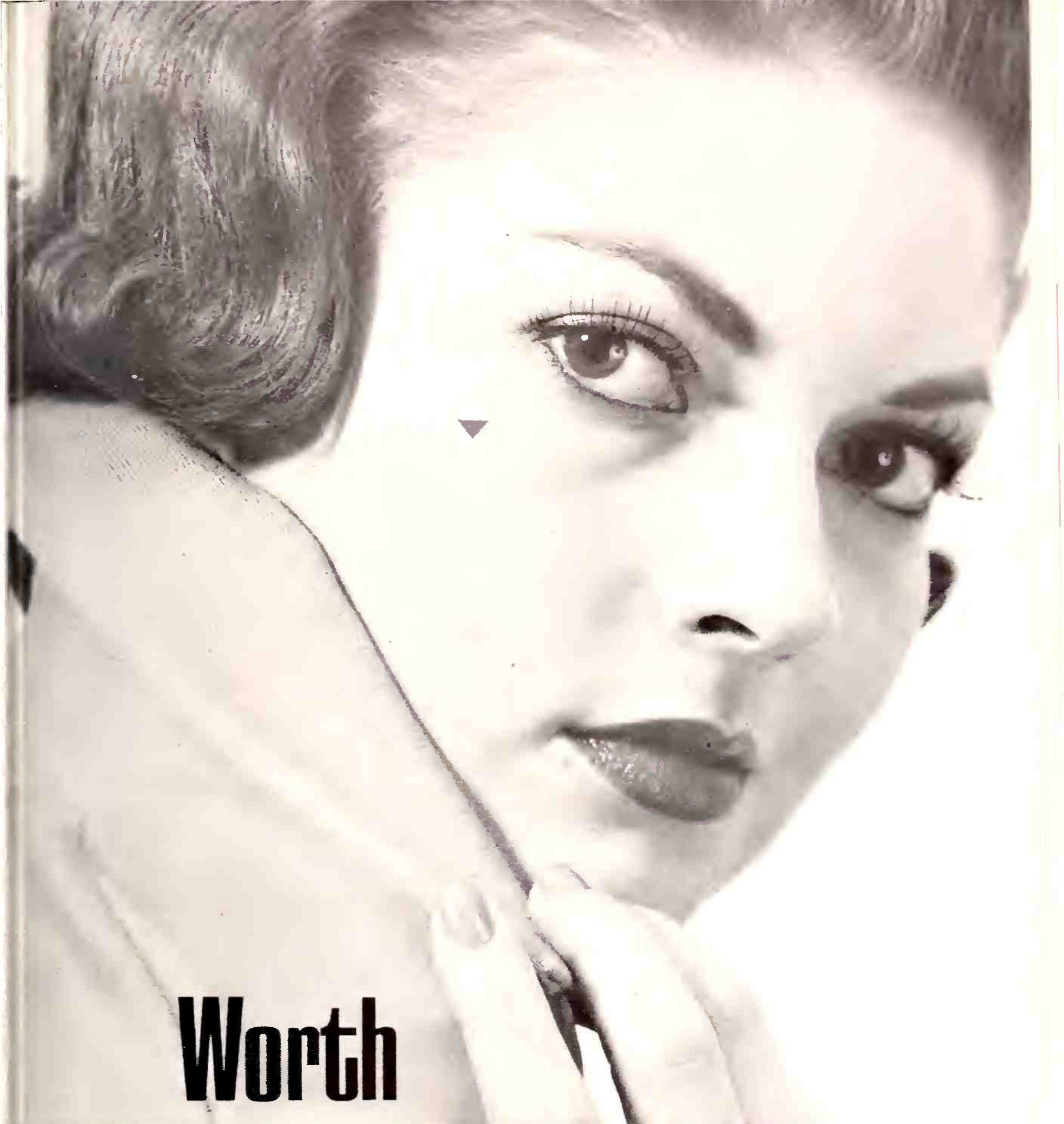
#### NOVEMBER

\*Nov. 1-2—Oregon Association of Broadcasters convention, Hilton hotel, Portland.

\*Nov. 1-2—Grand Ole Opry 38th anniversary celebration, Nashville. Agenda includes expanded seminar of sales and programing.

\*Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.





# Worth Watching

Here's a market that will bear looking into. WSJS-Television's 33-county coverage delivers a population of 1,360,000 with a consumer income of over \$11½ Billion a year. And programming? Well, the folks in the Golden Triangle will tell you that's worth watching, too.

North Carolina's  
Golden  
Triangle

NO. 1 MARKET IN THE NO. 12 STATE

**WSJS**

TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward

**NOW**

**5000**

**WATTS**

**KUDL**

Irv Schwartz      McGavren-Guild Co.  
V.P. & Gen. Mgr.      Mid-West Time Sales

## OPEN MIKE ®

### More on transfer problem

EDITOR: The story concerning the transfer of transcriptions to tape (BROADCASTING, June 3) brings to mind a complaint we, as a small station, have concerning ET's. Recently we had two ET's from the same agency, one standard, the other microgroove.

It would be to our advantage where seconds count, to have all ET's microgroove. Also, they are often unmarked as to type groove, and if marked, it is so small it always takes that extra few seconds to find it. A little thought given to this might help in the "air sound" and save a few hairs on the guy in the control room who is engineer, announcer, jockey, newsman and you name it.—*Bob Kinney, WCHN Norwich N. Y.*

EDITOR: KPSO does not transfer commercials from disc to tape, but the idea has appealed to us. If a good transfer is made, the quality of the commercial is good always: on disc, the quality is lost and replaced by the scratching of a worn disc as the days go by.

In comparison, at the end of a week the tape will hold its quality where the disc will lose. All of this is true, if a top quality job of transferring is done by station engineers.—*Paul Brown, program director, KPSO Falfurrias, Tex.*

### Agency omitted

EDITOR: You have unintentionally slighted my good client, Guild, Bascom & Bonfigli. You listed [in the fall network schedule May 27] the *Danny Kaye Show* with Gardner as agency of record.

GBB is agency of record on this property for Ralston: the other Ralston shows (Glynis Johns and Jackie Gleason) are logged correctly.—*Lansing B. Lindquist, broadcast advertising consultant, New York.*

### A state of shock

EDITOR: I was somewhat shocked by the announcement that the FCC has outlawed option time. I was, however, more shocked by the reported reaction of agencies, syndicators and broadcasters in a "so what" and "hello what?" attitude (BROADCASTING, June 3). As an old grey-beard in this business, in a small advertising agency, I well remember that when the reps from the *Post* and then *Colliers* would come by, the one big point they had in soliciting national business was that they could deliver "national circulation" and radio, then, could not. So we bought the guaranteed delivered national audience

## BROADCASTING PUBLICATIONS INC.

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## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales  
Street, N.W., Washington 6, D. C. Telephone:  
Area code 202 Metropolitan 8-1022.

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Sol Taishoff

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### Bureaus

New York: 444 Madison Avenue, Zone 22. Telephone: Area code 212 Plaza 5-8354.

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Chicago: 360 North Michigan Avenue, Zone 1. Telephone: Area code 312 Central 6-4115. SENIOR EDITOR: Lawrence Christopher; MIDWEST SALES MANAGER: Warren W. Middleton; ASSISTANT: Barbara Kolar.

Hollywood: 1680 North Vine Street, Zone 28. Telephone: Area code 213 Hollywood 3-3148.

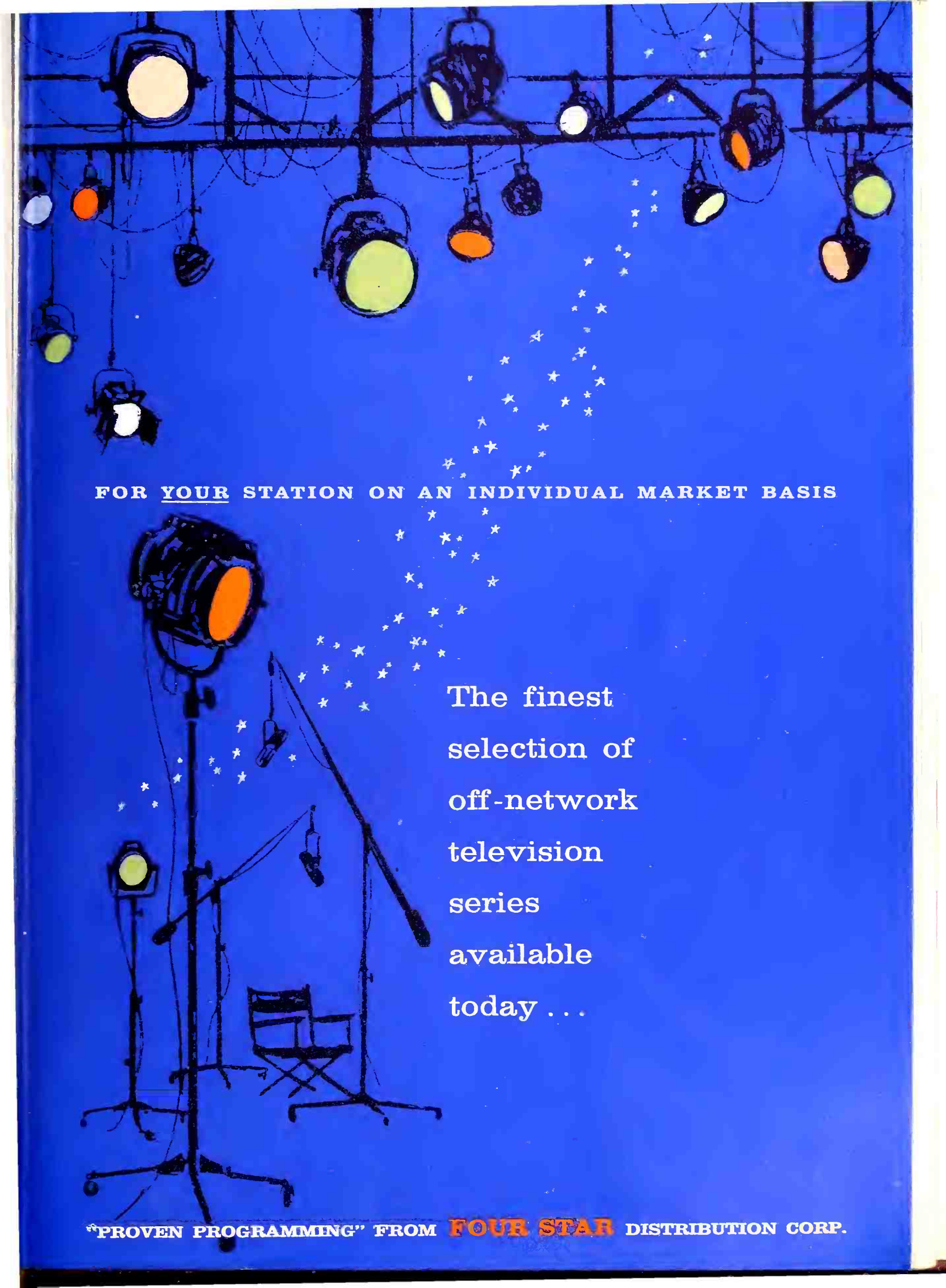
SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt.

Toronto: 11 Burton Road, Zone 10. Telephone: Area code 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

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BROADCASTING, June 24, 1963



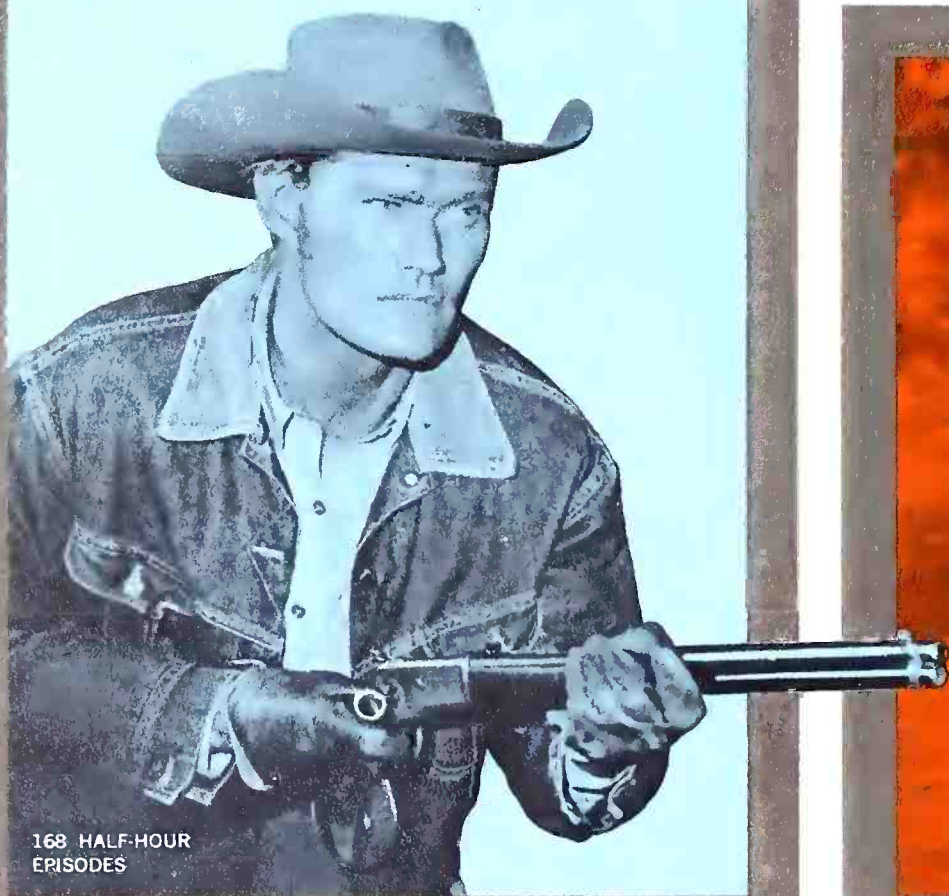
FOR YOUR STATION ON AN INDIVIDUAL MARKET BASIS

The finest  
selection of  
off-network  
television  
series  
available  
today . . .

"PROVEN PROGRAMMING" FROM **FOUR STAR** DISTRIBUTION CORP.

STARRING CHUCK CONNORS  
CO-STARRING JOHNNY CRAWFORD / PAUL FIX  
A FOUR STAR AND LEVY-GARDNER-LAVEN PRODUCTION

# THE RIFLEMAN



168 HALF-HOUR  
EPISODES

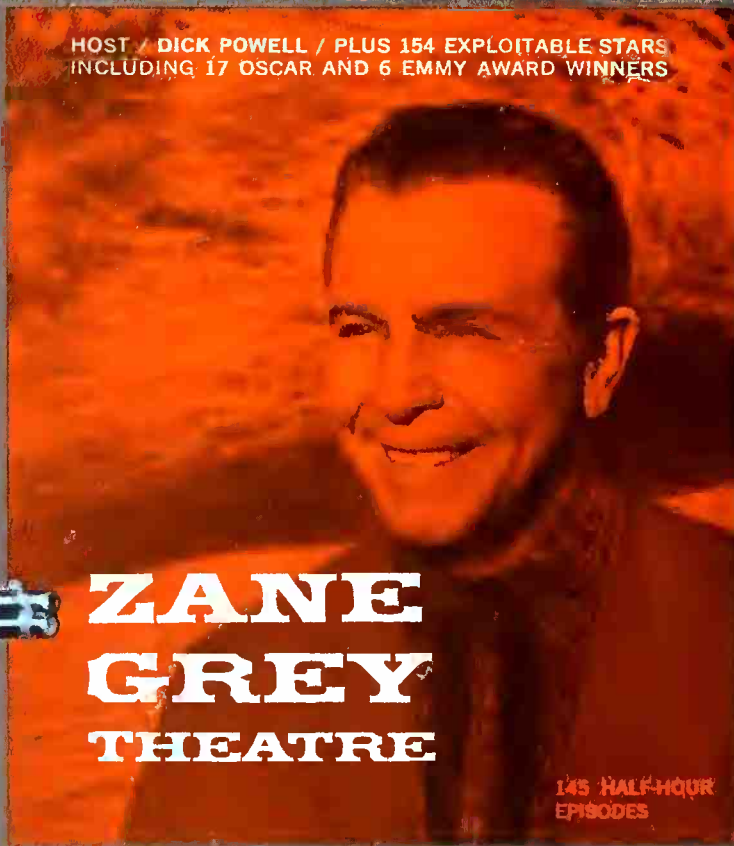
STARRING STEVE McNALLY / CO-STARRING ROBERT HARLAND

# TARGET: THE CORRUPTORS



35 ONE HOUR  
EPISODES

HOST / DICK POWELL / PLUS 154 EXPLOITABLE STARS  
INCLUDING 17 OSCAR AND 6 EMMY AWARD WINNERS



# ZANE GREY THEATRE

145 HALF-HOUR  
EPISODES

THE RIFLEMAN PROGRAMMED BACK-TO-BACK WITH ZANE GREY THEATRE MAKES TV'S GREATEST "WESTERN HOUR"

**FINER QUALITY! WIDER VARIETY! GREATER FLEXIBILITY!**

STARRING TOM EWELL / CO-STARRING MARILYN ERSKINE  
WITH MABEL ALBERTSON / FEATURING SHERRY ALBERONI,  
EILEEN CHESIS, CINDY ROBBINS AND NORMAN FELL

# Tom Ewell SHOW



38 ONE HOUR  
EPISODES



STARRING JAMES WHITMORE  
CO-STARRING JANET DeGORE / CONLAN CARTER

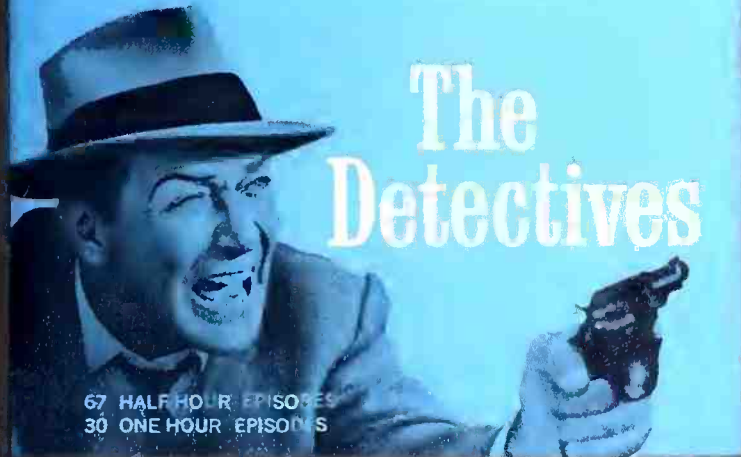
# THE LAW AND MR JONES



45 HALF HOUR  
EPISODES

STARRING ROBERT TAYLOR / CO-STARRING MARK GODDARD  
TIGE ANDREWS / ADAM WEST / RUSSELL THORSON / LEE FARR

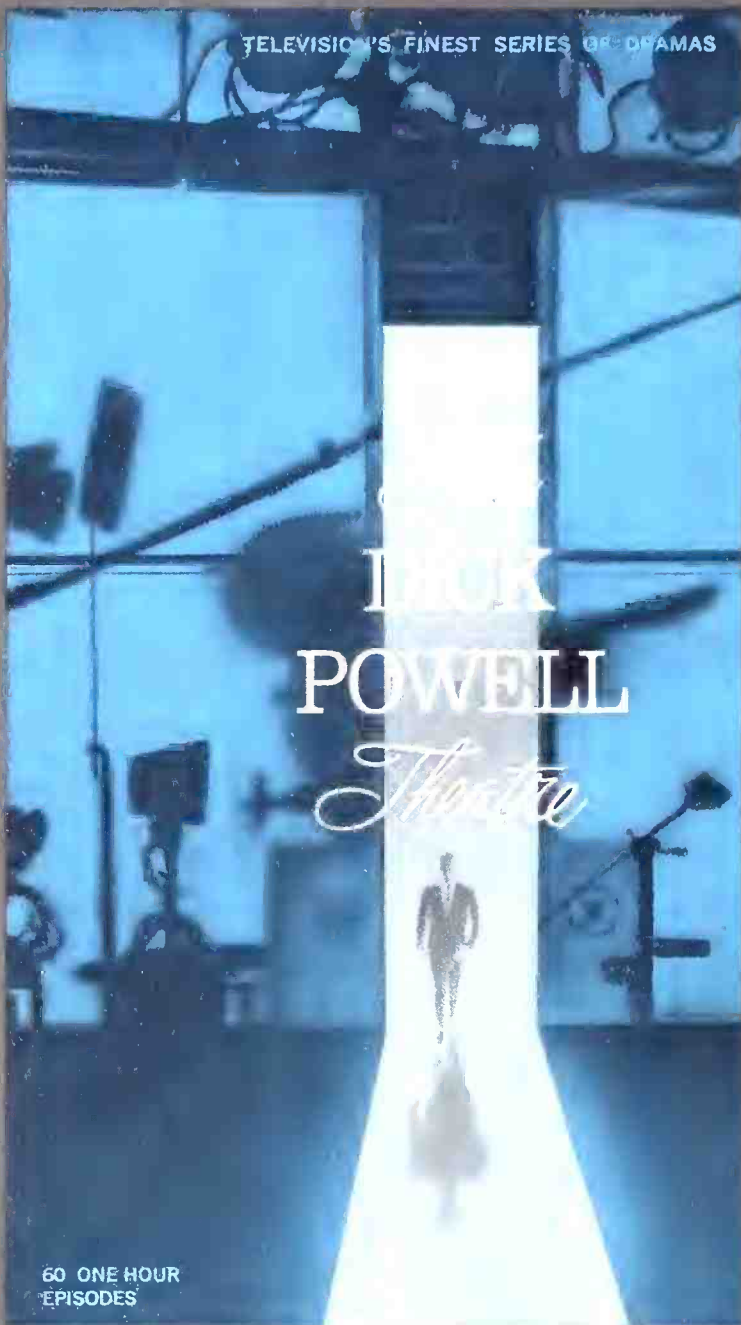
# The Detectives



67 HALF HOUR EPISODES  
30 ONE HOUR EPISODES

TELEVISION'S FINEST SERIES OF DRAMAS

# THE TRUCK POWELL *Theatre*



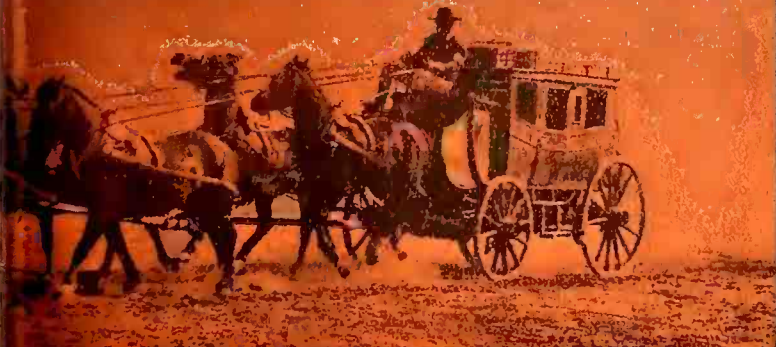
60 ONE HOUR  
EPISODES



No other programs available today can deliver the outstanding stars and casts, the superlative production values, the exciting entertainment offered in these eight prestige series.

STARRING WAYNE ROGERS / RICHARD EYER / ROBERT BRAY

# STAGECOACH WEST



Supported by

**MORE EXTRA SERVICES**

than ever supplied by any syndicator.

For details, please turn the page.

"PROVEN PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH  
AVENUE  
NEW YORK  
20  
NEW YORK

FOR AVAILABILITIES AND PRICE IN YOUR  
MARKET, PHONE NEW YORK CITY, LT 1-8530.



**FOUR STAR "EXTRA SERVICES" ARE UNSURPASSED IN THE INDUSTRY**

<p style="text-align: center;">Network Calibre <u>per episode</u> "coming attraction" trailers</p>	<p style="text-align: center;">Specially filmed intros, bridges. Custom-tailored station promos</p>
<p style="text-align: center;">Network calibre- or-better promo kits including telops, :10, :20 and :60 second filmed trailers, ad mats, on-air announcements, bios, etc.</p>	<p style="text-align: center;"><u>Per episode</u> action photos with story lines</p>
<p style="text-align: center;">Color photos on loan basis</p>	<p style="text-align: center;">Rating histories and informative brochures to station reps... important aids to more national spot business</p>

**EVERYTHING TO ASSURE YOUR PROGRAMMING AND SALES SUCCESS**



"PROVEN PROGRAMMING" FROM



A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH AVENUE  
NEW YORK  
20  
NEW YORK  
LT 1-8530

available then only through national magazines. This remains the center core of the problem.—*Edward M. Kirby, director of public relations, United Service Organizations (USO), New York.*

### Cut the card-cutting

EDITOR: There has been a trend toward stations accepting PI [per inquiry] deals in local markets. As a result, many thousands of dollars of legitimate business is debating the advisability of buying radio. Due to the overpopulation and the ratings hassle, timebuyers are sufficiently confused about our medium. To cheapen it could prove to be the death knell of already sorry national budgets, especially in the small and medium markets.

May I suggest that the national and regional reps take a firm stand with their stations in regards to accepting PI deals? There are a few 50-kw regional stations serving rural areas where PI deals conceivably make sense, as they equate to a mail order catalog, but these stations are a rare exception to the rule, and even then this business is questionable.—*Philip Meltzer, president, WOKS, Columbus, Ga.*

### Now hear this . . .

EDITOR: A few months ago, we were required to compile a dollar estimate of the time donated to us by broadcasters . . . we derived a figure of \$7 million per annum, a conservative estimate not including the hundreds of TV hours given to the Navy Film of the Week carried by more than 100 stations.

It is, therefore, readily understandable why I become annoyed with those who say broadcasting is negligent in its public service obligations.

The quality of "niceness" the industry has shown us is not one readily identified with business. The term is not to be confused with good business practices, or even skillful public relations. The quality goes much further.

From the 250 w stations to the networks there exists an eagerness and desire to be of help. We are in the business of asking for favors, yet by the broadcasters we are treated with a dignity usually reserved for favorite customers.—*Marc L. Specter, U. S. Navy recruiting aids facility, U. S. Naval Station, Washington 25.*

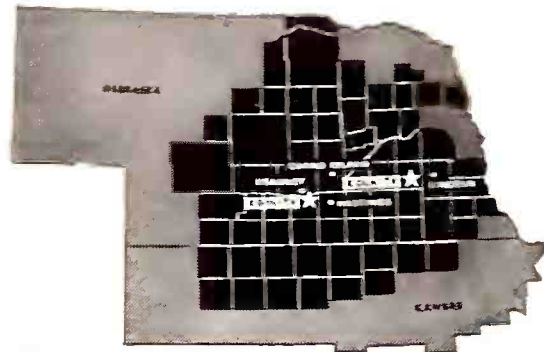
### Request from Rhodesia

EDITOR: . . . In BROADCASTING May 14, 1962, you [had] a special section dealing with 40 years of broadcasting. I would be most grateful for a copy. . . —*R. E. Edwards, film programme manager, Rhodesia TeleVision Ltd., Salisbury, South Rhodesia.*

(A copy of "Radio at 40" is being sent to Mr. Edwards. A few copies of this report is still available from Reader Service, Washington, at 25 cents each.)



**YOU'RE ONLY  
HALF-COVERED  
IN NEBRASKA  
IF YOU DON'T USE  
KOLN-TV/KGIN-TV!**



**Lincoln-Land is now  
nation's 74th TV market!\***

To effectively hammer home your story to the Nebraska market, you'll miss a lot if you don't include the other big market—Lincoln-Land.

Lincoln-Land is now rated 74th largest market in the U.S., based on the average number of homes per quarter hour delivered by all stations in the market. The 206,000 homes delivered monthly by KOLN-TV KGIN-TV are essential for any advertiser who wants to reach the nation's most important markets.

Ask Avery-Knodel for the full story on KOLN-TV KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

\*November, 1962 ARB Ranking

AVERAGE HOMES DELIVERED PER QUARTER HOUR	
(November, 1962 ARB — 6:30 to 10 p.m.)	
LINCOLN-LAND* "A"	
(KOLN-TV KGIN-TV) . . . . .	60,500
OMAHA "A" . . . . .	57,900
OMAHA "B" . . . . .	55,000
OMAHA "C" . . . . .	52,800
LINCOLN-LAND* "B" . . . . .	23,600
LINCOLN-LAND* "C" . . . . .	19,200
*Lincoln-Hastings-Nearney	

*The Felzer Stations*

**OMAHA**  
KOLN-TV LINCOLN-BATTLE CREEK  
KGIN-TV GRAND RAPIDS  
KATV-TV GRAND RAPIDS-NEBRASKA  
KATV-TV CADILLAC

**NEBRASKA**  
KOLN-TV GRAND RAPIDS-NEBRASKA  
KGIN-TV GRAND RAPIDS-NEBRASKA  
KATV-TV GRAND RAPIDS-NEBRASKA  
KATV-TV GRAND RAPIDS-NEBRASKA

**KOLN-TV / KGIN-TV**

CHANNEL 10 • 316,000 WATTS  
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS  
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representative

## SUBSCRIPTION APPLICATION

**BROADCASTING** *The Businessweekly of Television and Radio*  
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

<input type="checkbox"/> 52 weekly issues \$7.00	<input type="checkbox"/> 104 weekly issues \$12.00	<input type="checkbox"/> Payment attached
<input type="checkbox"/> 52 issues & 1963 Yearbook \$12.00	<input type="checkbox"/> 1963 Yearbook \$5.00	<input type="checkbox"/> Please bill

name \_\_\_\_\_ title position \_\_\_\_\_

address  Business  
 Home \_\_\_\_\_

city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

company name \_\_\_\_\_

\*Occupation Required



## **UNIQUE GRADUATION IN ST. LOUIS**

**After almost four years of televised classwork,  
ninety students, ranging in age from 18 to 78, were awarded  
their certificates by St. Louis University on June 9.**

**The above award was presented to KTVI by the  
Very Reverend Paul C. Reinert at St. Louis University  
on the occasion of this first commencement for graduates  
of the "Community Campus" courses televised over KTVI.**



LETTER OF APPRECIATION

To The Management and Staff of KTVI, Channel 2:

The success of a truly great television station is not measured alone by the amount of entertainment presented, high audience ratings piled up or the number of advertising dollars accumulated. Important also is how well a broadcasting station meets basic educational needs and assists individuals to become more complete persons and more responsible citizens. In this respect, Television Station KTVI has an excellent record indeed.

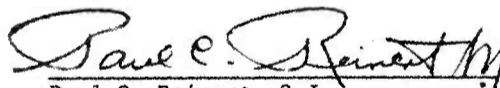
The occasion of the first Community Campus Commencement brings to mind that it was nearly four years ago that Saint Louis University and KTVI, Channel Two, joined together as partners to bring a unique educational program service to the greater St. Louis area.

The success of this program service, known as Community Campus, is evidenced not only by the large number of students receiving certificates of achievement this June, but also by the countless hundreds who have benefitted over the years from this fully televised, multi-course curriculum.

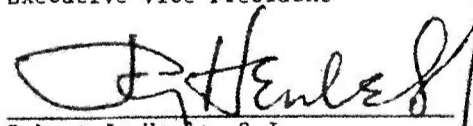
Saint Louis University welcomes this opportunity to acknowledge publicly the part played by KTVI in making this program service possible. Through the major contributions of valuable air time, operational costs of personnel and equipment and the talents and hard work of an efficient and cooperative staff, the management of KTVI has shown a genuine desire to serve the educational needs and interests of the citizens of our community.

The University wishes to express its deep appreciation to the management and staff of KTVI and extends best wishes for continued success.

Very sincerely yours,



  
Paul C. Reinert, S.J.  
President, Saint Louis University

  
Jerome J. Marchetti, S.J.  
Executive Vice President

  
Robert J. Henle, S.J.  
Academic Vice President



The management and staff of KTVI  
appreciate this high honor.

 **KTVI 2**  ST. LOUIS

## Real estate can be sold on the air

About \$8 million in advertising revenue is lost annually by radio to newspapers in Los Angeles alone. Throw in your town with all key metropolitan areas in the nation, then sit back and sigh.

Anderson-McConnell checked 10 top L.A. radio stations in 1962 to discover that only \$250,000 was spent in real estate advertising. Print media received 4,000% more. The same story is proportionately true throughout the country. The broadcast medium should be getting its share, but how?

**Sound Seasoning** ■ Our agency dug deep for an idea, but the ore was there. We probed all the way back to radio's heyday. Everyone remembers Jack Benny's Maxwell. And what seasoned tuner-inner will ever forget Fibber McGee's closet or *Inner Sanctum's* creaking door?

As individuals we don't forget, but how many agencies, stations and advertisers recall the incisive mental picture which can be formed by sound? No one ever saw Benny's Maxwell, but its sound image was more powerful than any picture. If this is still true, and it is, why must the \$8 million go to two Los Angeles newspapers, not including classified space, every year?

Print media are here to stay, naturally. Every medium is as effective as imagination and know-how make it. But, with more creativity put into listening and viewing time, part of that \$8 million, and its counterpart in every other American city, should go to the broadcast industry.

Radio and television have been selling real estate effectively for a long time, but only certain kinds. We have discovered, during the past year and a half, that radio has built-in ability to sell special real estate packages by producing pictures in a listener's mind.

**A Print Preoccupation** ■ Developers have neglected broadcast because of an obsession with print. They want to show the prospect what he will get for his money. Parcels of land, homes, golf courses, friendly neighbors, shopping centers, and other suburban delights are laid in the lap of the reader as strong enticements to buy.

When we took the Laguna Niguel account early in 1961, we were aware of this preoccupation with print. We were also aware that 60% of our billing is in the broadcast medium and it has produced abnormal results. We put a force to work developing something new for a client. We came up with a forgotten technique. Indications are that, while changing the course of two

clients, we redirected a considerable amount of real estate advertising in Southern California.

Laguna Niguel was 7,000 acres of dramatic ocean-view property extending through rolling hills and valleys to the Santa Ana/San Diego Freeway, with plans for a golf course, tree-bordered roads, parks, tennis courts, even lakes—an ultimate community of 40,000 homes with schools, shopping centers, churches, clubs, research and industrial parks, and ranch sites. In reality, there were a few model homes on a barren hillside, a sandy beach, a squatter's shack and minor sales activity. Our job? To create in the potential buyer's mind a completed dream community.

**Mood Means Sales** ■ We made a careful analysis of buyers of home sites starting at \$12,500, and homes from \$45,000-\$100,000. We opened the book at the chapter on imagination and came up with an abstraction, the kiss of death in retail advertising. We kissed death off and had some music written and scored, ocean and seagull sounds developed, then a radio commercial singing the joys of clear air in the countryside and the absence of city confusion, a brand new pitch. A series was designed, each with a different sales point, each with the same mood.

Selectivity was the keynote of the time buy. We chose stations which catered to the upper income group in the executive and professional field. They responded to the mood soft-sell so well that we carried it into our print campaign, which we kept off the real estate pages. The package continues to sell, not only expensive homes and homesites, but also commercial portions of Laguna Niguel.

**Catered Living** ■ Meticulous research for real estate commercials is vital. When the successful Laguna Niguel experiment brought Louis Lesser Enter-

prises to our door with the problem of renting out a three-building, 712-unit, \$20 million luxury apartment-shopping center complex called Barrington Plaza, the mood was obvious—elegant sophistication.

In the world of show business, nothing was more gay, sophisticated, relaxing, than "My Fair Lady." She suggested the musical feeling, and a flash of intuition gave us "catered living" for a copy line—a commercial in the private continental tradition!

The results: In six months, with six-week advertising flights followed by a four to five-week hiatus in most media, Barrington Plaza enjoyed a 200% increase in rentals. Three network and three independent stations pulled almost 50% of all qualified prospects: not tirekickers, but apartment renters.

Embarrassingly enough, and happily so, most stations continued to pull 13 weeks after completion of the ad schedule. While no firm conclusion has been formed, we tend to favor spot over program use. Current television tests seem to hold the same exciting potential.

Like any other method, it works only with the proper creative approach. Print was successfully used on Barrington, also, but it is subject to a constant testing on a traffic-per-dollar basis. The effort is to effect a wedding of media. Our present print, TV and radio campaigns complement one another. All three employ the theme of luxury, privacy, comfort and service.

There is no longer any doubt, real estate on Southern California radio has undergone a revolution. The same revolution can be consolidated throughout the country. Remember those \$8 million. Mood commercials constitute an important way of channeling them into radio. Experience, hard facts, and creative imagination combine to keep them there.

Merv Oakner, an 11-year veteran at Anderson-McConnell, Los Angeles, rose from account executive to vice president and account supervisor in 1958. A University of Denver graduate, Mr. Oakner was advertising manager of Chemical Corporation of Colorado, sales manager at American Home Foods, and a Factor-Breyer account executive before joining Anderson-McConnell. His Monday Memo was suggested by a recent talk to the Southern California Broadcasters Association.



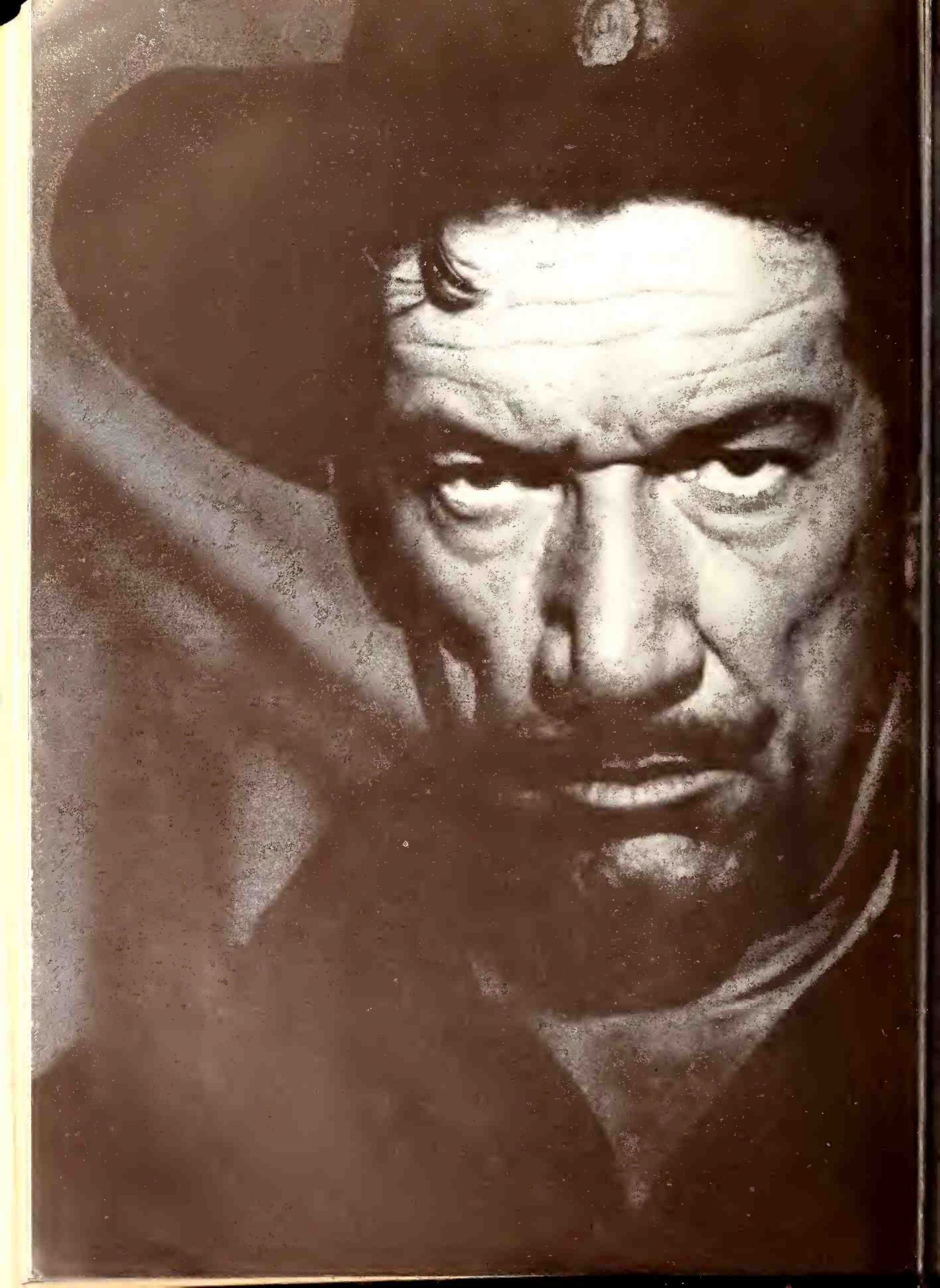


**Daddrat it, Alvie, who do you love best—me or that silly old radio station?**



**WJR**

760 KC 50,000 WATTS  
**DETROIT**



**LAUNDRY WORKER**—Mature and industri-  
ous woman wishes part-time employment in a  
laundry. She is highly skilled in pressing and mend-  
ing and is able to supply good reference from most  
recent situation. Address A. G. Box 491

**WAITRESS**—Woman of 5 years experience in  
service of meals desires a position in a large  
restaurant. Able to assist in cooking and general  
kitchen duties. Unmarried, religious, reliable and  
temperate. Address C. P., General Delivery

**HOUSEKEEPER** — A refined woman of 45  
years will consider employment as house-  
keeper to a cultured and well-behaved family of no  
more than six. Will require ample quarters and  
privacy. Salary is a minor consideration. Address  
B. W., Box 741

**TUTOR**—University-educated young lady, ex-  
perienced in teaching of the young, is interested  
in obtaining a position as tutor to a child in a  
respectable household. Best of references can be  
obtained. Address P. C. Box 249

#### SITUATIONS WANTED—MALES

**AS CATTLEMAN** — An experienced handler  
of cattle, looking for position in Southwest.  
Hard working, sober, reliable. Takes well to the  
overseeing of men. Good reference from last em-  
ployer. Address S. D. Box 696

**IN A RETAIL GROCERY**—a young man, an  
American, wishes to procure a situation in some  
retail grocery; has a good knowledge of business  
and can give the best of City reference. Box No.  
1,235 Post-Office.

**AS RANCH FOREMAN**—wanted a position as  
foreman of ranch 5,000 acres or more. 10 years  
experience large crew, all types livestock. Other  
skills. Best of references. Address J. S. Box 1003

## HAVE GUN WILL TRAVEL

One of television's all-time  
classics is now available for  
regional and local sponsorship.  
Stars Richard Boone. Experi-  
ence: 6 record-breaking sea-  
sons on the CBS Television  
Network. Season after season  
ranked among television's top  
five. For information about the  
hottest 156 half hours in first-  
run syndication, contact...

### CBS FILMS

OFFICES IN NEW YORK, CHICAGO,  
SAN FRANCISCO, DALLAS, ATLANTA.

**WANTED — EMPLOYMENT OF ANY  
KIND** by a stout young man, who has four  
years experience as a clerk in a first-class grocery.  
Address H. B. Box 7191

**TO MANUFACTURERS** and wholesale  
houses. A Commercial Traveler, of ten years'  
experience, will shortly make a tour through the  
West. In addition to commissions already engaged,  
he would like to add one or two more from

**AS EXPERIENCE**  
a situation as exper  
the outside business of  
dress Salesman, No. 100

**AS COACHMAN A**  
young Englishman,  
ough groom and coachm  
horses well; is a very c  
waiting on table if requi  
self otherwise useful. Ca  
from his last place. No  
Address R. B. Box 7885

**A NEAT AND RA**  
Accurate accountant o  
assistant bookkeeper in  
this city, wishes to obtai  
employer's address C. B.

**BLACKSMITH**—ap  
ready to set up on h  
lished partner. Will su  
strong back. Prefer good  
W. B. Box 666

**SELLER OF DRY**  
12 years experience in  
other merchandise desir  
time. Recent employer  
Address J. L. Box 987

**GOOD HORSEMAN**  
health, would like e  
Experienced in the ha  
sorts. Skilled horseman.

**LIVERY WORKER**  
Experience in the car  
the grooming of horses  
line. Address T. A. Box 3

**AS FARMER AN**  
wanted a situation b  
of strictly temperate ha  
man; understands the ca  
and stock of all kinds; w  
needed. The best of refer  
T. M. Box No. 204

**WANTED — A PE**  
TION in some me  
man, who is a good penn  
keeper, correspondent at  
reference given. Address

**TO CALIFORNIA**  
ETORS and others—  
to get to California will  
months in a hotel or re  
carver, for his passage to  
son who will negotiate v  
satisfied. Unexceptionab  
J. V. Box No. 152

**COOK AND HAND**  
on ranch. Able to do  
jobs. Good carpenter. V  
Address J. A. Box 836

**AS HARDWARE C**  
tion in a hardware h  
has had eight years' expe  
can furnish the best of  
H. L. Box 638

**A LAD OF 16 WIS**  
in a wholesale store;  
ferred. Can refer to his  
E. M. Box No. 204

**RANCH LABORE**  
Ranch, by a man acqu  
work good references. R

When **Budweiser**® wants impact they...

# Pick a Pair



*smart*  
*way to buy*... TWO AT A TIME!

**WIL** / **KBOX**  
St. Louis / Dallas

**THE BALABAN STATIONS**

*In tempo with the times*

John F. Box, Jr., Managing Director

Sold Nationally by Robert E. Eastman

# SIGNS OF CHANGE IN TOBACCO ADS

- U.S. cigarette makers will quit promoting in college media
- Canadians move television commercials to post-9 p.m. times
- Portents of things to come in U.S. broadcast advertising?

Leading cigarette manufacturers disclosed last week that they plan to abandon on-campus advertising and promotion, raising speculation that major changes in their general use of television and radio may also be in store.

This speculation was intensified by the concurrent announcement of three major Canadian tobacco companies that they are moving their television advertising into hours after 9 p.m.

Spokesmen for U. S. companies or their advertising agencies denied, however, that their current broadcast schedules and practices in this country would be affected.

Despite the denials, some uneasiness was apparent in broadcast circles. Cigarettes alone account for close to \$110 million in television and \$30 million in radio advertising a year. TV figures for 1962 showed \$82 million in network

and over \$27 million in spot, according to Television Bureau of Advertising.

**Youth Problem** ■ The acknowledged purpose of the U. S. companies' withdrawal from college promotions and of the Canadian companies' move into the later evening hours was to avoid directing cigarette advertising toward the young.

"The industry wants to make it demonstrably clear that it does not wish to promote or encourage smoking among youth," George V. Allen, president of the Tobacco Institute, said.

Yet some observers felt that by acknowledging that the promotion of smoking among young people is undesirable, the companies were indirectly conceding that a question exists about the desirability of smoking at any age.

At least, these observers reasoned, the motivation for withdrawal from the campus market would logically require changes in some commercials—the use of testimonials by athletes, specifically—if not more drastic moves.

Other observers saw the withdrawal as primarily a public relations move designed to quiet mounting complaints about cigarette advertising directed toward teenagers. Whether it would accomplish this result, or be construed as a kind of retreat and lead to even greater pressures, was regarded as moot.

**Applause from Collins** ■ LeRoy Collins, president of the National Association of Broadcasters, commended the companies for yielding the campus field.

Governor Collins, whose provocative statements on the subject last autumn triggered a nationwide controversy, made this comment: "I strongly commend tobacco manufacturers who have taken these voluntary steps." He refused to elaborate.

Governor Collins spoke critically of cigarette advertising directed at young people in an address to the National Association of Broadcasters' fall conference last Nov. 19 at Portland, Ore. (BROADCASTING, Nov. 26, 1962).

Agency, broadcaster and advertiser interests were generally unhappy about the Collins comments. And the NAB television board of directors refused to endorse his plea for a strong resolution dealing with the moral aspects of cigarette advertising.

Governor Collins asked the TV board to authorize Robert D. Swezey, NAB code authority director, to take up the advertising problem with cigarette companies. He contended Mr. Swezey should endeavor to induce these companies to abandon advertising directed at minors.

But the NAB combined boards decided instead to recommend that action on cigarette advertising be deferred until completion of a study of smoking and health by the U. S. Public Health Service (BROADCASTING, Jan. 21).

Both Governor Collins and Mr.



George V. Allen, president of the Tobacco Institute, said last week the cigarette makers were withdrawing from campus promotion "to make it demonstrably clear that [the industry] does not wish to promote or encourage smoking among youth."



LeRoy Collins, NAB president, commended cigarette makers for their decision. He's been plumping for broadcasters to get rid of tobacco advertising that appeals to the young, and chances are he'll try again at NAB board meetings this week.

## SIGNS OF CHANGE IN TOBACCO ADS continued

Swezey have held conferences with legislators as well as government and tobacco industry officials.

**Action This Week?** ■ At a March 31 news conference held during the NAB Chicago convention Governor Collins said he intended to propose action at the June board meeting (which will be held this week). He voiced hope the surgeon general's report would be out by late spring. This long-awaited and obviously controversial report has run into delays and may not be out before yearend. Governor Collins, however, has said that delay in issuance of this report would "not necessarily remove the problem" from consideration at the June board meeting (BROADCASTING, April 22).

After last week's developments the subject of cigarette advertising loomed as a topic to be discussed this week by the NAB directors, and Governor Collins is expected to be in the middle of any debate.

In their meetings with cigarette com-

panies NAB officials have discussed the idea of industry guidelines on radio-television advertising of cigarettes. The companies have indicated they will be willing to take up NAB proposals and discuss specific objections.

**Tobacco Interests** ■ President Allen of the Tobacco Institute said that industry always has taken the position that smoking is an adult custom. After the action of the major manufacturers last week, he said:

"The Tobacco Institute does not engage in advertising or promoting the use of tobacco. These are properly the activities of individual companies. The decisions in this matter were reached by each company acting individually.

"Their decision serves to demonstrate to the American people that our members are serious when they state that smoking is a custom of adults. The industry wants to make it demonstrably clear that it does not wish to promote or encourage smoking among youth."

Mr. Allen said the institute doesn't pretend to know the answers to questions about smoking and health. He added, "We don't think anyone else does either. What we are interested in is hard scientific facts that will provide not only answers to these questions, but also full knowledge about the causes of those diseases with which smoking has been associated through statistics."

**Off-Campus** ■ The tobacco companies' move out of campus promotional activities includes, in most cases, discontinuance of cigarette advertising on college radio stations, in college newspapers and magazines and in the programs distributed at college football games.

The use of students as representatives to promote specific brands also will be discontinued.

Representatives of college radio stations said that as a rule their volume of cigarette advertising was not great enough to leave a serious gap in revenues if withdrawn. Many college newspapers and magazines, however, are strongly dependent on cigarette

## PAXTON IN MULTIMILLION CAMPAIGN

### PM giving over all network buys to new brand promotion

Philip Morris Inc. launched what it calls the largest marketing and advertising campaign for the introduction of a new product in the company's history last week with the extension to nationwide distribution of its Paxton brand cigarettes.

Company officials wouldn't disclose figures, but Paxton brand manager Robert Gordon called the advertising program "a genuine multimillion dollar venture." Agency for the campaign is Benton and Bowles.

Mr. Gordon said plans for the first eight-week "wave" of advertising calls for use of network and spot announcements on both radio and television, as well as exposure in magazines and newspapers in 152 markets. The broadcast media are expected to draw some 80% of the total advertising revenue for the new cigarette.

All seven of Philip Morris' network buys will be given over entirely to promotion of the Paxton brand. The seven shows—all on CBS-TV—are *Perry Mason*, *The Red Skelton Hour*, *The Alfred Hitchcock Hour*, *The Jackie Gleason Show*, *Walter Cronkite and the News*, *Route 66*, and *Rawhide*.

In addition, Mr. Gordon estimated spot TV advertising would reach some 25 markets, and radio—both network and spot—would be used in "considerably more depth."

Paxton, a twin-filter menthol cigarette, was test-marketed in Fresno, Calif., and Tulsa, Okla. in February (BROADCASTING, Feb. 11), then distributed during May in the middle Atlantic and New England states as well as in Ohio and Hawaii. "If the results had not been conclusively favorable," said a company official last week in New York, "we would not be here today."

Paxton will be the second menthol cigarette distributed by Philip Morris, which also has Alpine on the market. "We may take a few customers away from Alpine," said one official, "but basically we feel this cigarette will be unique." Paxtons are packaged in a soft plastic case designed to maintain a high level moisture inside the pack even after the pack is opened and, it's claimed, this assures longer freshness of the cigarettes.

The cigarette's television advertising content will point out this concept, with the package being dunked into a bowl of water.

Philip Morris, which introduced the flip-top box concept in its Marlboro brand, is testing another brand, a non-menthol filter cigarette called Saratoga. The company is also experimenting with the plastic package for Saratoga, but said it has no plans to convert its major brands to plastic cases.



Robert Gordon, brand manager for Paxton cigarettes, demonstrates how a current TV commercial dramatizes the moisture-retarding qualities of the cigarette's plastic package. Mr. Gordon immersed the package in water, drew it out, then opened the package and smoked one of the cigarettes.



revenues for their existence.

College Radio Corp., a sales representation firm handling about 130 campus stations, said some manufacturers had talked of halting their advertising but that none had yet done so. It said a survey in 25 colleges showed 63% of the smokers started smoking before college.

**Companies Involved** ■ All of the major U. S. cigarette companies except Philip Morris appeared to have decided to withdraw from campus advertising and promotion. A Philip Morris spokesman denied that his firm had such plans.

A spokesman for American Tobacco confirmed that company's decision to give up advertising in college media—but said the plan goes no further than that. The company has no plans to change its regular commercial broadcast schedules or its advertising philosophy or techniques, he asserted.

A similar report came from a spokesman for P. Lorillard Co.

Other companies involved, although not directly confirmed, were reported to include Reynolds Tobacco, Liggett & Myers and Brown & Williamson.

**Canadian Cutback** ■ In Canada, the move into television's post-9 p.m. hours was announced by Rothmans of Pall Mall Canada Ltd., Imperial Tobacco Co. of Canada Ltd. and Benson & Hedges Canada Ltd.

Rothmans said its change was effective immediately. The others were planned to take effect this fall.

Most of the Canadian cigarette TV advertising is in spot or network participations. One pre-9 p.m. program involved is *The Defenders* in which Imperial sponsors a quarter-hour.

John H. Devlin, president of Rothmans, advised Canada's minister of health of his company's move and said a subsidiary, Rock City Tobacco Ltd., of Quebec City, is completing negotiations to move its commercials to late-night spots.

Dr. Arthur Kelly, general secretary of the Canadian Medical Association, welcomed the actions as a step in the right direction. Doctors in convention at Toronto last week condemned cigarette smoking.

**No Magic in 9** ■ Among U. S. broadcasters, the consensus seemed to be that confining cigarette commercials to hours after 9 p.m. made no sense—at least in the U. S.

Network commercials presented at 9 p.m. in the East are seen at 8 p.m. in the Midwest—where, it was noted, approximately one-third of all TV homes are located. Broadcasters doubted that many susceptible teenagers would be in bed by 9, much less by 8.

One broadcaster expressed his feeling of the futility of a 9 p.m. dividing line—or any other clock-hour demarca-

## AFL games sold out on ABC-TV schedule

ABC-TV last week announced a sell-out for its fourth year of coverage of the American Football League regular season games and championship match. Coverage begins Sunday, Sept. 8 and continues through the championship game on Dec. 22. P. Lorillard, which has quit campus advertising, is one of the pro football advertisers.

Eight sponsors have bought time on the telecasts: The Gillette Co. (Maxon), Lincoln-Mercury Division of Ford Motor Co. (Kenyon & Eckhardt), P. Lorillard (Lennen & Newell), Goodyear Tire & Rubber Co. (Young & Rubicam), Chesebrough-Pond's Inc. (Norman, Craig & Kummel), Union Carbide Corp. (William Esty Co.), and Liberty Mutual Insurance Co. (BBDO).

The schedule of games to be carried, expected to include two or three regionals weekly, will be released soon.

tion—in this way:

"If we can't have cigarette advertising until 9 p.m., then let's take magazines and newspapers out of the homes until 9 p.m., because they contain cigarette ads. Billboards will have to be covered up till 9 o'clock if they carry tobacco ads, and, to be really effective, parents must stop smoking until 9 p.m., because that's where the example is set in the first place."

**Present Schedules** ■ Approximately half of all cigarette commercials on the three TV networks are currently scheduled after 9 p.m. The other half, or slightly more than half, are in daytime and evening hours up to that mid-evening point.

The daytime cigarette schedule varies from network to network. CBS-TV, for example, has relatively little cigarette advertising in the daytime, outside of sports. NBC-TV's schedule, on

### Like ham and eggs

A taped *Password* show last week retained an implied reference to the cigarette-cancer scare when the program was aired Monday, 10-10:30 p.m. on CBS-TV. The contestant panel sought to identify the word "butt." A panelist proposed "cigarette," and the word "cancer" came back quickly. The association of words brought a howl from the audience. *Password*, which also is sponsored in a daytime version, has no cigarette advertisers. The nighttime show is sponsored by Toni and Lever Bros.

the other hand, shows a substantial volume of daytime cigarette advertising—mostly in hours when housewives are the principal viewers.

A special compilation made by Broadcast Advertisers Reports for BROADCASTING, based on BAR's monitoring reports, showed that in 16 leading U. S. markets in a typical week there was an average of 167 cigarette commercials per market.

Of these, 77 were carried on the networks and 90 were the per-market average placed via spot television.

In spot, the division between pre and post-9 p.m. placements could not be immediately ascertained, but of the 77 carried on the networks, 40 appeared in the hours before 9 p.m. and 37 at or after that time.

Twenty brands placed the 77 network commercials in frequency ranging from one (York) to eight (L & M) messages per week. The spot commercials, totaling 1,435 in the 16 markets, were placed by 17 brands and ranged from two commercials (Du Maurier) to 421 (Winston) in the 16 markets during the week. The period covered was the last week in March.

**Doctors on Smoking** ■ A move by a group of Florida physicians to persuade the American Medical Assn. to take a strong stand against smoking was defeated at the AMA's convention in Atlantic City last week. The group proposed a resolution urging AMA to recognize that a preponderance of scientific evidence indicates cigarettes are strongly implicated in lung cancer and other types of illness.

Following a recommendation of its board of trustees, the AMA decided instead in favor of an educational program on effects of toxic materials, including tobacco, on young people.

An AMA committee report said there are many toxic substances not related to use of tobacco, pointing to the need for extensive research into the cause and effect of many toxins, including tobacco.

**Capitol Reaction** ■ Representative Morris K. Udall (D-Ariz.), who has indicated he might introduce legislation restricting cigarette advertising, said last week he hoped the NAB "would heed what the CBC has done." He was critical of the use of athletes "as shells for the tobacco industry."

Senator Maurine Neuberger (D-Ore.), who seeks reforms in tobacco advertising, was "pleased" by last week's developments. She said "early starters [young people] become the heaviest smokers." She felt it would be wise to emulate the European broadcasting policies restricting cigarette commercials to late evening hours. She also criticized "romantic appeals and come-ons to the sports-minded."

# SELLING RASH AT NETWORKS

TV lineup for the fall gets nearer sellout stage; highlight is P&G's \$4 million buy at CBS-TV

Each of the television networks last week could report an improved sales picture for the next season.

CBS-TV, already in a favorable sponsorship position on its nighttime schedule for 1963-64, picked up additional business from Procter & Gamble; Brown & Williamson led a group of advertisers signing at NBC-TV, and Breck, Lever Bros., Heinz and a few other advertisers are signing new orders at ABC-TV.

CBS-TV got an estimated \$4 million lift when P&G, through Benton & Bowles, placed about that much additional to the advertiser's sponsorship already firm on the network schedule.

The P&G new buys include alternate-week, half-hour sponsorships in *The Judy Garland Show* (Sunday, 9-10 p.m.) and *Route 66* (Friday, 8:30-9:30 p.m.).

Both *Garland* and *Route 66* are now sold out. CBS-TV's availabilities were cut last week to *The Great Adventure*

(Friday, 7:30-8:30 p.m.), one-half of *East Side, West Side* (Monday, 10-11 p.m.), 15 minutes in *The Nurses* (Thursday, 10-11 p.m.), about 40% of *Hitchcock* (Friday, 10-11 p.m.) and approximately one-sixth of *Rawhide* (Thursday, 8-9 p.m.).

Brown & Williamson, through Post, Keyes & Gardner, signed at NBC-TV for one-half of *Redigo* (Tuesday, 8:30-9 p.m.).

**Breck Breakout** ■ John H. Breck Inc., only recently shifting its account to Young & Rubicam, broke out in a spate of buying at NBC-TV and at ABC-TV. The NBC-TV purchases, it was learned, represent some \$1 million for the fourth quarter of the year. The advertiser bought participations in *Espionage*, *Eleventh Hour*, Monday and Saturday night movies, *Mr. Novak*, *Sing Along With Mitch*, and the new *Bill Dana Show* (early evening on Sunday).

Also along the participation trail at

NBC: Helena Rubinstein (Ogilvy, Benson & Mather) for Monday movies and *Richard Boone*, and *Eleventh Hour*; duPont (N. W. Ayer) in *Mr. Novak*; Corning Glass (N. W. Ayer) in *Richard Boone*; S. C. Johnson (Needham, Louis & Brorby) in *Espionage*, *Eleventh Hour*, *Robert Taylor*, *Jack Paar*, *International Showtime*, and Saturday movies; Polaroid (Doyle Dane Bernbach) in Monday movies.

ABC-TV's new sales glow included Breck buying one-third of the half-hour *Patty Duke Show* and one minute per week in *Burke's Law* (formerly titled *Amos Burke*) and an alternate half-hour of *Hootenanny*; Rayette (Taplinger-Gladney) in *Jerry Lewis*; Seven-Up (J. Walter Thompson) in several shows (representing about a half-hour weekly in total); Heinz (Maxon and now shifted to Doyle Dane Bernbach) in several shows (to the extent of an alternate half-hour weekly).

Lever also has entered ABC-TV's sponsorship list, signing for an alternate-weekly half of *Price Is Right* and one minute in *Burke's Law*. Duncan Coffee Co. (Tatham-Laird) has purchased participations equivalent to 2.5 minutes weekly, while Dodge (BBDO) and Mentholatum Co. (J. Walter Thompson) are minute participation buyers, Dodge in *Jerry Lewis* and Mentholatum in some six shows (BROADCASTING, June 17).

**Selling Splurge At ABC-TV** ■ An ABC-TV sales executive said that the last 30 days have been the "most active 30 days of the current sales season" for his network and that "advertisers are beginning to taste our new schedule."

Just how well they are tasting: ABC-TV claims on an October basis that Sunday, Tuesday, Thursday (except for *Jimmy Dean*, which has at least 20 minutes open) and Friday are "near sold out." Monday still has some minutes open, Wednesday has a little open in the *Patty Duke Show* and several minutes in *Channing* though advertisers are beginning to purchase in that one-hour program. On Saturday, *Hootenanny* has time available, while Jerry Lewis's new two-hour vehicle has a lengthening list of advertisers.

## Ad agency sues WNOR

A treble damage antitrust suit asking for \$1.2 million in damages has been filed against WNOR Norfolk, Va., by the Cavalier Advertising Agency, that city.

Cavalier claims WNOR conspired with other advertising agencies not to recognize it. In addition to damages, Cavalier asks that WNOR's license be revoked.

WNOR has denied the charge of conspiracy, although it acknowledges that it has refused to recognize Cavalier.

## Tv network gross goes up 5%

First-quarter network TV gross time billings were up from \$194.6 million in the 1962 period to \$204.2 million this year, an increase of 5%.

The totals from the Television Bureau of Advertising, are based on compilations by Leading National Advertisers and Broadcast Advertisers Reports.

The release of network figures for the January-March period follows

close on the reporting of \$219.7 million in national-regional spot TV gross time billings for the same quarter. The spot quarterly gain was 20% over the 1962 first quarter (BROADCASTING, June 17).

ABC-TV's rise of nearly \$5 million represented the largest gain (9.7%) of the three networks.

Also reported by TvB: March billings, up 5.9%.

### NETWORK TELEVISION GROSS TIME BILLINGS

	March			January-March		
	1962	1963	% Change	1962	1963	% Change
ABC	\$17,762,981	\$19,374,760	+ 9.1	\$ 50,194,007	\$ 55,074,175	+ 9.7
CBS	25,731,519	26,707,146	+ 3.8	74,788,854	76,726,549	+ 2.6
NBC	24,100,566	25,493,927	+ 5.8	69,635,517	72,453,494	+ 4.0
Total	\$67,595,066	\$71,575,833	+ 5.9	\$194,618,376	\$204,254,218	+ 5.0

### MONTH-BY-MONTH 1963

	ABC	CBS	NBC	Total
January	18,264,011	25,936,917	24,049,463	68,250,391
*February	17,435,404	24,082,486	22,910,104	64,427,994
March	19,374,760	26,707,146	25,493,927	71,575,833

(\*February figures changed as of June 4, 1963)

### BY DAY PARTS

	March			January-March		
	1962	1963	% Change	1962	1963	% Change
Daytime	\$21,278,787	\$24,405,665	+14.7	\$ 62,493,676	\$ 70,424,830	+12.7
Mon.-Fri.	17,463,209	18,933,717	+ 8.4	51,540,758	55,867,264	+ 8.4
Sat.-Sun.	3,815,578	5,471,948	+43.4	10,952,918	14,557,566	+32.9
Nighttime	46,316,279	47,170,168	+ 1.8	132,124,700	133,829,388	+ 1.3
Total	\$67,595,066	\$71,575,833	+ 5.9	\$194,618,376	\$204,254,218	+ 5.0

## Who's generous to a fault?

(not us)

True, someone might *think* we were do-gooders the way we get so involved in public service. But we're not really. It's just that we're dynamically interested in the community . . . and so is our audience.

That's why we take extra pains. Like our full-time Public Service Director. He doesn't just attend civic luncheons. Or wait to receive announcements written in long-hand by nice little ladies. He creates. He plans. His goal: building community interest (resulting in an alert audience for your message). He does his job well. For instance, Heart Saturday - practically a full-day's programming devoted to an on-the-air panel of distinguished doctors answering listeners' questions about heart surgery, health, disease. So successful that even with additional lines, our switchboard was jammed for six solid hours. And then there was Hurricane Carla Relief resulting in a full plane-load of food and clothing for disaster victims. Or Sabin Oral

Sunday. Or Income Tax Day. Or a hundred other special events.

Adding up to nearly \$250,000 free air time a year for more than 500 different organizations. Sounds like a lot. And it is.

But that's really only half the story . . . when you consider the public service concept behind Southwest Central's authoritative, accurate news . . . or the leadership in community activities by our personnel.

The result? Rapport with our audience. Take advantage of it. Call your Petryman.



WFAA-AM-FM-TV  
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

## AAW picks the best commercials

Twenty-five TV commercials and 14 radio spots will be honored today (Monday) by the Advertising Association of the West at its 60th annual convention, at the Ambassador Hotel in Los Angeles. The radio and television commercials, along with outstanding print advertisements are winners of the annual AAW creative competition for the best ads produced in the westernmost United States and Western Canada during the past 12 months.

The first place winners are:

### TELEVISION

Golden West Television trophy. Advertiser, Laura Scudder's, Anaheim, Calif.; advertising manager, Arthur Kattan; agency, Doyle Dane Bernbach, Los Angeles; copywriter, Hugh McGraw; art director, Bernie Rowe; producer, FilmFair, Los Angeles; caption, "Wampum Corn."

Animated—60-seconds. Advertiser, Foremost Dairies, San Francisco; advertising manager, Thomas E. Drohan; agency, Guild, Bascom & Bonfigli, San Francisco; copywriter, Jordan Crittenden; visual treatment,



Chosen the Best in the West TV commercial and winner of the

Golden West Television trophy was the spot for Laura Scudder.

Gordon R. Bellamy/Gerard Baldwin; producer, Quartet Films, Los Angeles; caption, "Inspiration Scoop."

Animated—20-seconds. Advertiser, Bank of America, San Francisco; advertising manager, Charles R. Stuart Jr.; agency, Johnson & Lewis, San Francisco; copywriter, Alan Alch; visual treatment, Dick Van Bentham/Alan Alch; producer, FilmFair, Hollywood; caption, "Application."

Animated—1D's. Advertiser, Culligan Inc., Northbrook, Ill.; advertising manager, Ken Edwards; agency, Alex T. Franz, Chicago; copywriter, Dallas Williams; producer, Dallas Williams Productions, Hollywood; caption, "Big Phone."

Live action—60-seconds. Advertiser, Union Oil Co. of California, Los Angeles; advertising manager, Jerrv Luboviski; agency, Smock, Debnam & Waddell, Los Angeles; copywriter, Paul Waddell; visual treatment, Jim King; producer, Lee Lacy, Hollywood; caption, "Telephone Doodle."

Live action—20-seconds. Advertiser, Purex Corp., Lakewood, Calif.; advertising manager, Leslie C. Bruce; agency, Foote, Cone & Belding, Los Angeles; copywriter, Jack Calnan; visual treatment, Robert S. Sallin/Marvin Wartnik; producer, Cascade Pictures of Calif., Hollywood; caption, "Box."

Live action—1D's. Advertiser, Dodge Dealers of Los Angeles and Orange counties; advertising manager, R. W. Wickes; agency, Cole Fischer Rogow, Beverly Hills; copywriter, John M. Cody; visual treatment, Joseph A. Denker; producer, Allan Sandler Film Libraries, Los Angeles; caption, "Little Old Lady."

Local. Advertiser, Great Western Savings & Loan Association, Los Angeles; advertising manager, Howard Bourschel; agency, Doyle Dane Bernbach, Los Angeles; copywriter, Hugh McGraw; art director, Mike Kaye; producer, Gerald Schnitzer Productions, Hollywood; caption, "Armored Car."

Color. Advertiser, Chevrolet Motor Division, General Motors, Detroit; advertising manager, Jack Izard; agency, Campbell-Ewald, Detroit; copywriter, Don Miller; visual treatment, Don Miller; producer, Alexander Film Co., Colorado Springs; caption, "Bridge."

### RADIO

Regional/National. Advertiser, Japan Air Lines, San Francisco; advertising manager, Dan Nakatsu; agency, Botsford, Constantine & Gardner, San Francisco; copywriter, Nelson Shreve; producer, Electronic Creative Productions, Sausalito, Calif.; caption, "Haiku."

Local. Advertiser, The Barrington Plaza, West Los Angeles; advertising manager, Jack Ford; agency, Anderson-McConnell, Hollywood; copywriter, Robert King; producer, Ad-Staff Inc., Los Angeles; caption, "The Place I Live."

## Spot TV records largest dollar volume in '62

Spot TV expenditures in 1962 rose by almost \$104 million over 1961, representing the largest dollar volume gain in its history, according to a report issued last week by Edward Petry & Co.

The report, titled "Spot Spectacular," shows that advertisers increased their national investments in eight measured media by \$212.5 million in 1962. Spot TV, it was pointed out, accounted for

49% of this overall gain. The report claims that Spot TV in 1962 increased its billing by 17% and was followed by network TV, up 7%; magazines, up 5% and newspapers, down 2%.

## Agency appointments...

■ The H. J. Heinz Co., Pittsburgh, has switched its \$2 million soup account from Maxon Inc. to Doyle Dane Bernbach Inc. Balance of the Heinz line, approximately \$9 million in billing, will

be retained by Maxon.

■ Avis Rent-A-Car Canada Ltd. appointed Doyle Dane Bernbach (Canada) Ltd. to handle advertising. Previous agency was J. Walter Thompson Ltd.

■ The Molly Corp. has appointed Geyer, Morey, Ballard Inc. as its agency. The company is largest producer of hollow wall anchors and other hardware items for consumer and industrial use.

# DESK SET



SPENCER TRACY, KATHARINE HEPBURN  
GIG YOUNG, JOAN BLONDELL

**VOL. 7—"FILMS OF THE 50's"—NOW FOR TV**  
FIFTY OF THE FINEST FEATURE  
MOTION PICTURES FROM SEVEN ARTS

Seven Arts "Films of the 50's"—Money makers of the 60's

# SEVEN ARTS

# VOLUME SEVEN



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
 NEW YORK: 200 Park Avenue 972-7777  
 CHICAGO: 4630 Estes, Lincolnwood, Ill. Orchard 4-5105  
 DALLAS: 5641 Charleston Drive ADams 9-2855  
 LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif.  
 State 8-8276  
 TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

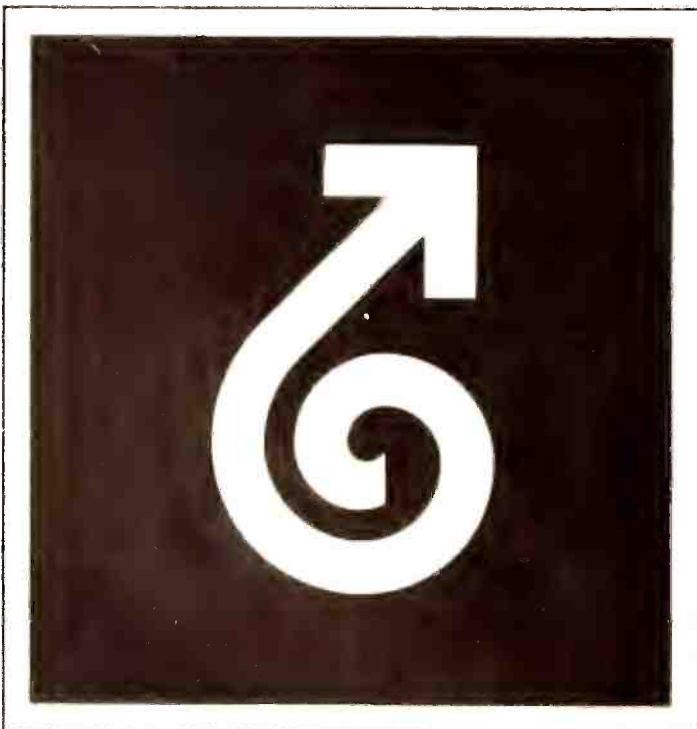
For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)



Cleveland is Ohio's biggest market. It is also the home of ...

WGAR (50,000 watts), "The good sound of Radio in Cleveland"... famous for solid news coverage and public service. Now, WGAR (Carl George, General Manager and Vice-President) appoints ...

**wgar**  
(PEOPLES BROADCASTING CORPORATION)



**BLAIR RADIO**

(effective July 1) as its exclusive national representative and, by adding its selling power to the Blair Group Plan, making it, more than ever, America's most influential group of radio stations.

# NEW CONCEPT IN RANKING MARKETS

'Advanced Markets' method of DCSS eliminates the old rule book as continuing change in growth patterns becomes primary factor

A far-reaching new policy of continuously re-evaluating television market rankings to take account of explosive changes occurring in the nation's growth patterns is now in full operation at Doherty, Clifford, Steers & Shenfield.

The plan, in development for the past year, already has resulted in promotions—some of them substantial—for 30 markets in the agency's TV buying list (see below).

Other markets are in the process of being given new rankings based on information acquired under the program. Additional information on still other markets is being gathered in preparation for future revisions in the lineup.

DCSS, which invests close to \$20 million a year in television for a large list of diversified but dominantly consumer-goods clients, calls its concept "Advanced Markets." This is the hard core of a broader DCSS program called "Mediamarketing," which seeks to ascertain each market's true potential and mesh this information with media knowledge for maximum advertising efficiency.

Spot TV buying by the Advanced Markets rankings was started for some DCSS clients in early 1962 and is now done primarily by this list for all of the agency's spot TV advertisers. Results have been carefully plotted.

"What it comes down to," says Sam Vitt, vice president in charge of media and programing, "is the cold fact that we are now able to buy 40 to 50% more impressions for the advertiser's television dollar than he has ever realized before."

**Prompt Readjustments** ■ The Advanced Markets plan is centered on the concept that in many areas important population, economic, industrial and other marketing changes are taking place that will not be reflected in standard sources of market information for another two years or more.

By learning about them as they occur, and shifting its TV market rankings accordingly, DCSS hopes to be two years ahead of its competitors in up-to-date market selection.

Mr. Vitt, who has headed a DCSS team on two extensive field trips for first-hand market investigations, and who also supervises the agency's continuous collection of Advanced Market information by research, mail and telephone, explained it thus:

"The traditional data used to select

markets is two years old—at least. And the way the country is regrouping, the latest material is frequently out of date when it is used.

"National coverage studies, for example, are usually two years old at the time media planning is done. A population census, for another example, is taken only once in 10 years.

"An agency seeking to get the most efficient sales return for the advertising dollar has to supplement the available statistical material with new data based on what the market really is, rather than what the census takers calculated several years ago.

"In addition to information on what the market was, we need a guide to its future. The factor that will give us a clear picture of the future is growth, but standard techniques omit this factor. Getting an up-to-date picture of growth and incorporating it into our planning and buying—that is the foundation of our Mediamarketing and Advanced Market programs."

**Better Than Records Show** ■ An Advanced Market, in the DCSS defini-

tion, is one that has been shown to have a greater supply of people and money than the standard marketing sources credit to it. Such a market, Mr. Vitt explained, offers "especially promising potential" to an advertiser, particularly in the sale of consumer goods.

"If an agency can focus its clients' dollars sharply against as many people as possible—people with money to spend—there is minimum waste and maximum efficiency from each dollar," he continued. "Many sophisticated demographic and marketing profile refinements go with it, of course, but people and money are the first essential."

DCSS has singled out five factors as primary causes of the booming growth evident in many areas of the country. These are the five for which it looks first in deciding whether a particular market should be classified as "Advanced" and promoted to a higher position on the agency's buying list. The five:

- Technological advances.
- Population explosion.

## 20 markets show off their new rankings

Here are 20 of the 30 markets that Doherty, Clifford, Steers & Shenfield already has designated "Advanced Markets" and promoted to higher positions on its television-market buying list.

To show the extent to which growth information not reflected in the standard marketing sources may influence a market's national position—putting it into a better position to attract advertiser dollars—the list shows for some of the markets both their rankings as calculated on a TV-homes basis, and also their new rankings after "Advanced Market" factors have been taken into account.

For competitive reasons DCSS declined to give the new rankings of a few of the areas thus far promoted under the Advanced Markets concept. (For DCSS's complete ranking of 225 markets according to television coverage, which is the list from which the agency works in positioning Advanced Markets, see page 46).

Market	TV Coverage Rank	Advanced Market Rank
Saginaw-Bay City-Flint, Mich. ....	43	40
Omaha .....	51	44
Wheeling, W. Va.-Steubenville, Ohio. ....	57	49
Salt Lake City .....	71	56
Greenville-Washington, N. C. ....	88	82
San Francisco .....	7	5
Miami .....	24	19
Portland, Ore. ....	29	26
Phoenix, Ariz. ....	80	57
Fresno, Calif. ....	76	67
Norfolk-Newport News, et al Va. ....	55	34
Winston-Salem-Greensboro, et al N. C. ....	45	39
Orlando-Daytona Beach, Fla. ....	63	41
Hartford-New Haven Conn.-Springfield, Mass. ....	12	11
Seattle-Tacoma, Wash. ....	20	16
New Orleans .....	40	36

### OTHER ADVANCED MARKETS (Rankings withheld)

Houston  
Sacramento-Stockton, Calif.  
Tucson, Ariz.  
Beaumont-Port Arthur, Tex.

- Television signal patterns.
- Military or other government or civilian projects in the nation's defense and space age programs.
- Interurban trends.

In most of the markets thus far classified as "advanced," DCSS has found that at least three of these factors were decisive.

**Extra Buying Power** ▪ In some cases,

ket of importance by the radial spread of television signals.

In some cases it is new industry moving in, new highways fanning out, local plants expanding, new businesses developing out of scientific discoveries, the booming influence of government contracts or some other industrial or other development that adds people and money in numbers significant to ad-

all three. In addition, Mr. Vitt and his associates found in the Orlando-Daytona Beach area, home of Cape Canaveral, the fastest-growing county in the U. S. (Brevard County), an unusually high level of professionals and skilled workers, one of the highest per-capita incomes in the country, and a substantial influx of new private industry already under way or planned.

**Blend Into Single Market** ▪ They found that Winston-Salem and Greensboro in many respects were already a single market, to which nearby High Point had been added both by its own growth and by TV signals from the other cities. They also found that the entire area had been marked by steady growth and was then in the midst of a major road-building program which promised to make it increasingly a distribution center, apart from new industrial plants moving in.

In the port and ship-building area of Norfolk, Portsmouth, Newport News and Hampton the DCSS team was especially impressed not only with the high rate of growth—about double the national average—but also by the extensive bridge and tunnel-building program that has brought the centers of metropolitan areas of this interurban complex within 30 minutes of one another.

On the basis of these and similar evidences of growth DCSS advanced the Orlando-Daytona Beach market, then in 63rd place on its list, to 41st; Winston-Salem-Greensboro-High Point from 45th to 39th, and the southeast Virginia complex from 55th to 34th.

**The Criteria Used** ▪ In assessing the Advanced Market potential of any area DCSS looks at its past, present and future.

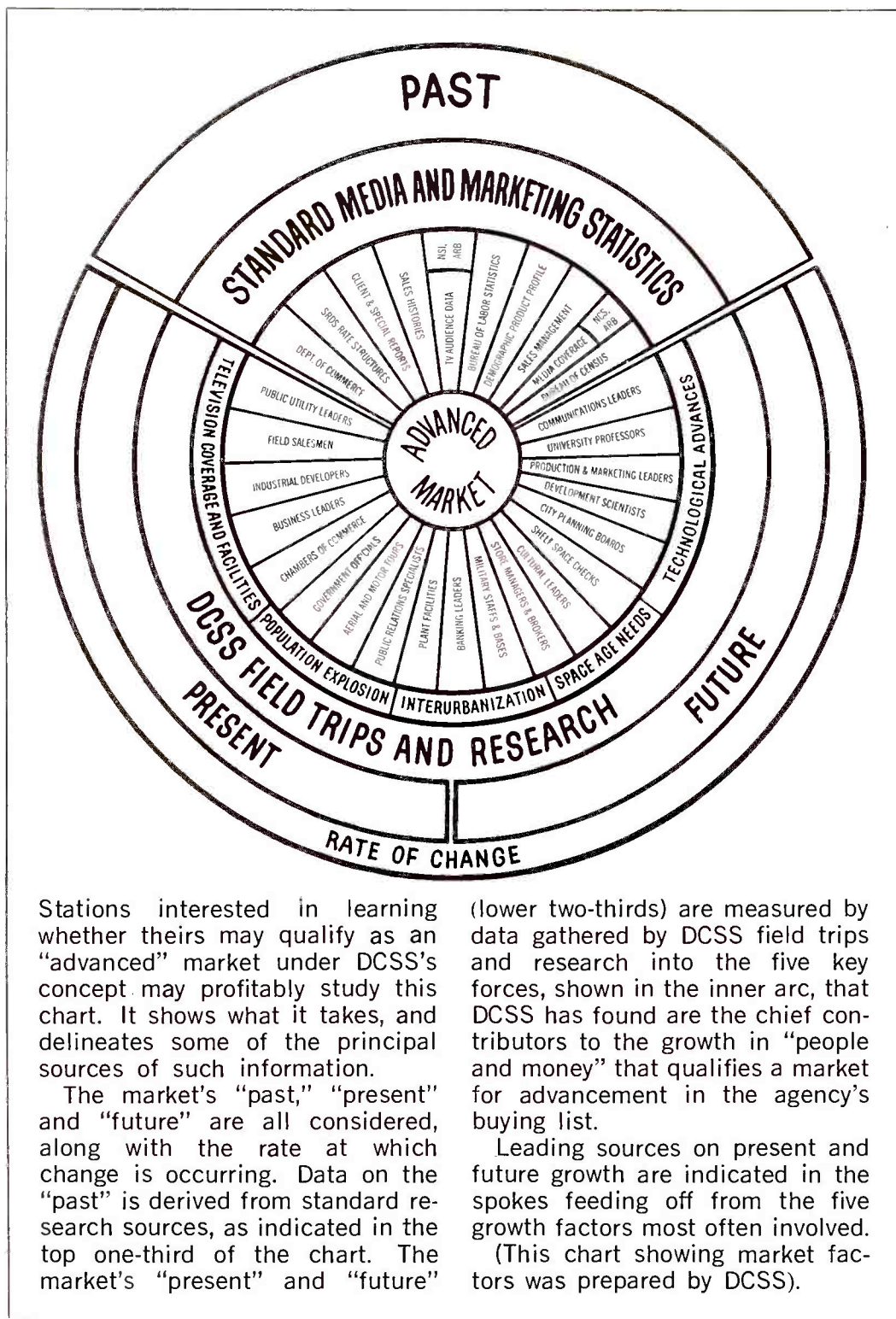
The past performance is judged from data derived mostly from standard sources. Ten key criteria are examined.

These include Bureau of the Census statistics; media coverage; surveys of buying power; product demographic profiles; Bureau of Labor statistics; TV audience rank and composition; sales histories; client and other special media reports; rate structures and schedule costs and Department of Commerce statistics.

To this data DCSS adds information gathered by its own research and by field trips to evaluate the market's present and probable future potential.

The agency maintains an almost constant correspondence with government, business and industrial offices. It also searches out unofficial news sources, both trade and consumer, in its effort to keep abreast of planning in a wide range of fields that may significantly affect the growth of markets.

Public utility executives, field salesmen, communications leaders, industrial development and new business planners,



Stations interested in learning whether theirs may qualify as an "advanced" market under DCSS's concept may profitably study this chart. It shows what it takes, and delineates some of the principal sources of such information.

The market's "past," "present" and "future" are all considered, along with the rate at which change is occurring. Data on the "past" is derived from standard research sources, as indicated in the top one-third of the chart. The market's "present" and "future"

(lower two-thirds) are measured by data gathered by DCSS field trips and research into the five key forces, shown in the inner arc, that DCSS has found are the chief contributors to the growth in "people and money" that qualifies a market for advancement in the agency's buying list.

Leading sources on present and future growth are indicated in the spokes feeding off from the five growth factors most often involved.

(This chart showing market factors was prepared by DCSS).

new military establishments have sprung up—or have existed without much notice from the usual market-data compilers—that add millions of dollars to an area's buying power.

In some cases a number of "small" communities have grown together to make one big complex in the increasingly familiar interurban movement—or have been welded into a single mar-

vertisers.

The first three markets that DCSS designated "advanced"—Orlando-Daytona Beach, Fla.; Winston-Salem-Greensboro-High Point, N. C. and the complex centered on Norfolk-Newport News-Portsmouth-Hampton, Va.—reflected a combination of growth indicators.

The interurban trend was evident in



uv rm, bal, br, bath, kitchen w/pan  
 S. r. 55  
 fs 50  
 D. 51  
 8 52  
 500 53  
 578 54  
 off. 55  
 900 56  
 10 57  
 hs. 58  
 19 59  
 e 60  
 th 61  
 up 62  
 d. 63  
 ee 64  
 00 65  
 c. 66  
 19 67

**FOR SALE** Ow

Slightly used TV TOWER.  
 Only 10 years old. One owner—  
 a Code Board Member (used  
 only 19 hours per day). 286 ft.  
 tall; 70 ft. antenna thrown in.  
 Priced for quick sale! As stand-  
 ing, come-and-get-it for  
 \$7,777.77. Available August 1.  
 Reason for selling: New Tower  
 962 ft. above average terrain  
 (740 ft. above ground) delivers  
 529,300 TV Homes. Greater  
 coverage in Wheeling/Steuben-  
 ville Market also for sale. For  
 used TV Tower or more TV  
 Homes, contact Exec VP Bob  
 Ferguson, WTRF-TV, Wheel-  
 ing 7, West Virginia.

and 2 playrooms. Must be sold  
 21-6791/NYC 111

**Hurry!**



**PILLARS OF THE COMMUNITY:**

# teenagers, non-delinquent

Ever stayed awake nights wondering about a teenage son or daughter?

Don't.

Most teenagers are a lot like these Junior Achievers on WANE-TV's "Teen 15" program—basically sound, able citizens.

They handle the whole show from script to airwaves—plan, write, design sets, act, announce and direct, with only occasional backstopping from WANE staffers.

They even sell commercials to local advertisers—and, the way things look now, might



soon be able to pay a 6¢ dividend to their 278 shareholders.

"Teen 15," with all its freshness and charm and warm appeal, helps build a rapport between station and community that is unique.

So do other youth programs on CORINTHIAN air like "The College Choice," "Science Is Fun," "Crime and the Student," "Spotlight on Youth," "School Showcase."

Teenagers who don't make the lurid headlines are the important ones in any community—and CORINTHIAN stations program with them very much in mind.



REPRESENTED BY H. R.

-  **KHOU-TV**  
HOUSTON
-  **KOTV**  
TULSA
-  **KXTV**  
SACRAMENTO
-  **WANE-TV**  
FORT WAYNE
-  **WISH-TV**  
INDIANAPOLIS
-  **WANE-AM**  
FORT WAYNE

**THE CORINTHIAN STATIONS**  
RESPONSIBILITY IN BROADCASTING

state and local officials, school men, businessmen, public relations specialists, chambers of commerce, bankers, military establishments, food and drug brokers, retail store managers, civic and cultural leaders, development scientists, governors, mayors and city planning boards—these are among the local and regional experts with whom DCSS talks and corresponds in building its files of potential Advanced Markets.

**The Beginning Of A Profile.** ■ In the early stages the material usually is gathered slowly and on many markets at once. Anything indicating that an area has—or may soon have—significantly more people and money than it is normally given credit for is stored away in the file on that market. When enough material has been assembled to indicate that a market is a clear candidate for the Advanced list, more specific investigation is undertaken.

This may take the form of intensive correspondence and telephoning to pin down details, follow up leads and pull together all available information bearing on the market's present status and potential for further growth. Or it may take the form of an on-the-scene investigation, supervised by Mr. Vitt and Martin Herbst, the DCSS media research director, to interview leaders, make

aerial and automobile tours of the area, conduct in-store and in-plant inspections and study television and other media coverage patterns.

When all the material has been pulled together it is studied in relation to all available data on other markets, and the market under study is ranked accordingly. The touchstone is still people and money. If the new data indicates that it has significantly more of these than markets with which it formerly was bracketed, it is christened an Advanced Market and promoted to a higher ranking in keeping with its known resources.

**Potential Assessed** ■ If it fails to make Advanced Market rating on the first review, it is classified as "soon" or "future," depending on DCSS's best judgment of the speed with which it is growing. As additional material is developed the file is reviewed again—and again and again, if necessary.

The data-gathering process meanwhile continues for Advanced Markets as well as the others. There's always the prospect that growth will continue at a pace to merit another promotion (or, conversely, that it may slacken off and require a downgrading in the market list).

Even markets designated as "soon"

or "future" prospects for Advanced Market rankings are so marked in the confidential numbered listings from which DCSS market recommendations are made. Other things being equal, a market with known Advanced Market potential—even though it hasn't quite attained that status yet—is apt to get the nod over one without that potential.

Mr. Vitt and his colleagues see five advantages for advertisers in the Advanced Market concept:

- Greater efficiency, in that advertising budgets are invested where they'll reach the most people.

- More effectiveness, because competitive pressures normally will be less severe in the Advanced Markets: Advertisers buying according to market lists based on standard sources will, in most cases, be concentrating their greatest weight elsewhere.

- Better investment values, because advertising dollars will be working in an expanding growth area.

- Better selection of test markets and better measurement of test-market results.

- More efficient meshing of the major marketing components of sales force, promotion, and distribution channels.

## It all starts with the local TV area

### LEADING STATION FORMULA BEST SUITED FOR DCSS PURPOSES

The indivisible geographic unit with which Doherty, Clifford, Steers & Shenfield starts in positioning Advanced Markets is the local television area. The list that follows shows how the agency ranks the top 225 markets in terms of TV homes—before considering promotions for Advanced Markets.

Different agencies have different ways of figuring the size of television markets. DCSS uses a 50% cutoff formula, but with refinements to avoid overlooking areas where it feels that viewing, although below that standard, is nevertheless significant from the advertiser's standpoint.

Each market gets credit for all TV homes reached by its leading station—the one with the biggest effective coverage. This system has shortcomings, but DCSS considers it much more satisfactory than its principal alternatives.

These, according to Media Research Director Martin Herbst, are (1) to use the local outlet of a given network as the standard for the whole market, or (2) to assign counties, including those with overlapped coverage, among different markets on an "average crediting" basis.

**Methods Rejected** ■ Mr. Herbst rejects the former method on the ground that it is not uniformly realistic, since the chosen network's affiliate in one market may be unusually strong and thus inflate the market's ranking, while in others the affiliate may be weak and unfairly reduce the market's position. In smaller markets there is also the problem of multiple network affiliations.

The "average crediting" system, according to Mr. Herbst, arbitrarily distorts the facts of viewing because it fails to recognize that viewers in overlapped counties watch programs emanating from more than one market. While this may not affect the rankings of the top markets, he contends that it may be critical—from the advertiser's standpoint as well as the markets'—in establishing the rankings of those below the top 20 or 25.

**Critical Counties** ■ "As we get to the 30th, 40th or 100th market," Mr. Herbst said, "the difference of one or two counties can be quite critical. In fact, it can make the difference between inclusion and exclusion in the buying list."

In the DCSS system the leading tele-

vision station in the market (and therefore the market itself) is generally credited automatically with coverage of all counties where at least half of the TV homes are shown in the latest available television coverage studies as viewing that station during a given span of time, usually a week. This 50% cutoff, Mr. Herbst notes, complements the engineering Grade B contour—the line where an acceptable signal can be received 50% of the time.

"However," he continues, "while the 50% cutoff is simple to comprehend and implement, by itself, it does produce inequitable results. Many counties fall into the 40-50% coverage range, and in some instances these should be included in the market's set count because there is sufficient audience potential and—more importantly—the county is large enough to produce a significant increase in a station's effectively covered homes."

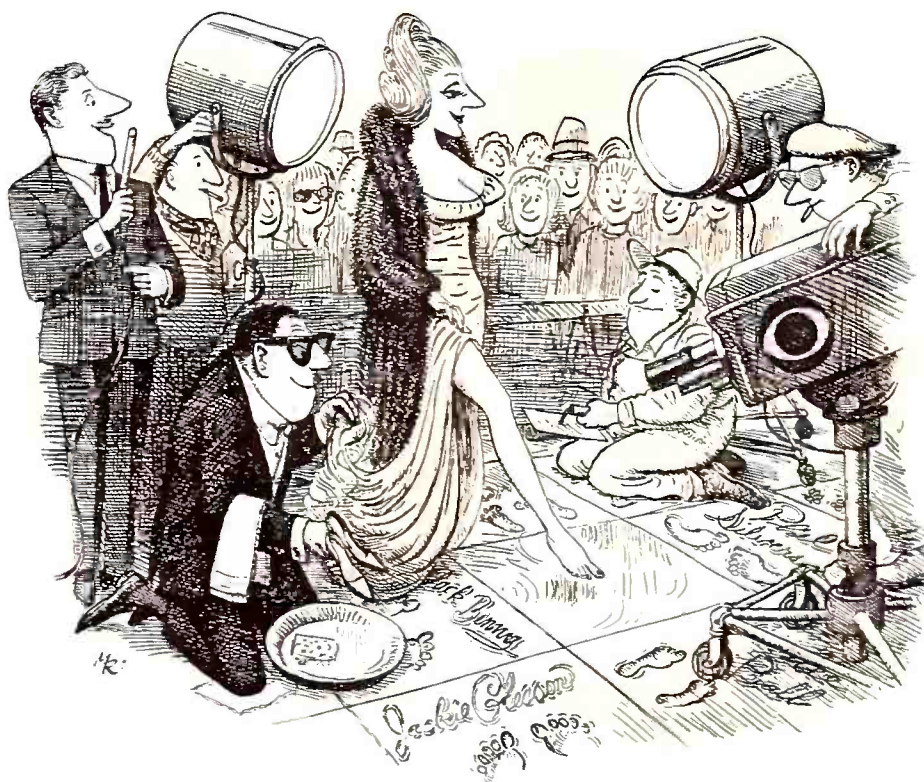
For that reason, according to Mr. Herbst, DCSS developed "a unique technique for uniformly and fairly handling these problem counties." This is the way it works:

"Where the coverage study showed



Some people always make the right impression. Like the top-drawer personalities local audiences will be enjoying this fall on the five CBS Owned television stations. Judy Garland, Danny Kaye, Phil Silvers, Robert Goulet, Gleason, Ball, Sullivan, Skelton, Moore, Hitchcock, Van Dyke, Benny... the greatest names in show business are all part of next season's CBS Television Network schedule. Add a full complement of community-minded local programming and it's easy to see why the CBS Owned television stations consistently lead all others in their markets. Before you set your advertising plans for next season, check with your CTS National Sales representative. He'll be glad to show you how you can make a concrete impression on your customers.

Personality makes the difference!



© CBS TELEVISION STATIONS NATIONAL SALES

REPRESENTING CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES,  
WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS

that a station reached between 40 and 49% of the TV homes at least once during the week (day or night), we determine the loyalty of this audience. We place the nightly viewing homes over the weekly viewing homes, and if the ratio is 70% or more, the station gets credit for the county. The 70% ratio gives us an indication that the viewers are daily repeat viewers, and the client who uses the station is likely to receive a real audience in that county with his buy."

On that basis, DCSS's basic buying list of TV markets was developed as follows (before adjustments for Advanced Markets):

Rank	Market	TV Homes (000)
1	New York	5,118.1
2	Los Angeles	2,439.9
3	Chicago	2,198.2
4	Philadelphia	1,968.0
5	Boston	1,702.0
6	Detroit	1,488.8
7	San Francisco	1,194.1
8	Pittsburgh	1,166.3
9	Cleveland-Akron	1,150.0
10	Washington	801.1
11	St. Louis	777.4
12	Hartford-New Haven, Conn.; Springfield, Mass.	698.6
13	Minneapolis-St. Paul	666.7
14	Dallas-Ft. Worth	663.4
15	Indianapolis	641.1
16	Baltimore	602.4
17	Cincinnati	570.9
18	Kansas City, Mo.	561.8
19	Buffalo	561.7

Rank	Market	TV Homes (000)
20	Seattle-Tacoma	559.7
21	Milwaukee	533.6
22	Charlotte, N. C.	523.6
23	Atlanta	521.8
24	Miami	500.3
25	Providence, R. I.	494.2
26	Houston	479.6
27	Dayton, Ohio	466.5
28	Syracuse, N. Y.	450.8
29	Portland, Ore.	448.4
30	Lancaster-Harrisburg-Lebanon-York, Pa.	437.8
31	Columbus, Ohio	435.2
32	Birmingham, Ala.	433.2
33	Johnstown-Altoona, Pa.	430.6
34	Charleston-Huntington, W. Va.	426.7
35	Grand Rapids-Kalamazoo, Mich.	426.7
36	Memphis	421.7
37	Nashville	392.7
38	Tampa-St. Petersburg, Fla.	392.4
39	Albany-Schenectady-Troy	383.1
40	New Orleans	374.2
41	Louisville, Ky.	371.0
42	Lansing, Mich.	367.9
43	Saginaw-Bay City-Flint, Mich.	365.4
44	Toledo, Ohio	365.3
45	Greensboro-Winston Salem, N. C.	348.7
46	Denver	347.8
47	Greenville-Spartanburg, S. C.; Ashville, N. C.	340.4
48	Sacramento-Stockton, Calif.	333.0
49	Oklahoma City	322.1
50	Wichita, Kan.	312.6
51	Omaha	303.8
52	Durham-Raleigh, N. C.	297.0
53	Tulsa, Okla.	292.1
54	San Diego	291.5
55	Norfolk-Newport News, Va.	290.6
56	Rochester, N. Y.	289.8
57	Wheeling, W. Va.; Steubenville, Ohio	285.7
58	Green Bay, Wis.	281.9
59	Wilkes Barre-Scranton, Pa.	279.0

Rank	Market	TV Homes (000)
60	Champaign-Decatur-Springfield, Ill.	278.9
61	Davenport, Iowa; Rock Island, Ill.	275.1
62	Roanoke-Lynchburg, Va.	269.7
63	Orlando-Daytona Beach, Fla.	266.2
64	Cedar Rapids-Waterloo, Iowa	262.8
65	Monterey-Salinas, Calif.	259.8
66	Des Moines-Ames, Iowa	253.4
67	San Antonio, Tex.	252.8
68	Portland, Me.	248.8
69	Mobile, Ala.; Pensacola, Fla.	239.5
70	Richmond, Va.	239.3
71	Salt Lake City	236.4
72	Baton Rouge	233.1
73	Shreveport, La.	232.8
74	Spokane, Wash.	232.8
75	Knoxville, Tenn.	229.8
76	Fresno, Calif.	229.4
77	Jacksonville, Fla.	227.8
78	Binghamton, N. Y.	225.3
79	Little Rock, Ark.	224.8
80	Phoenix, Ariz.	224.0
81	Sioux Falls, S. D.	221.4
82	Cape Girardeau, Mo.; Paducah, Ky.; Harrisburg, Ill.	221.2
83	Madison, Wis.	217.8
84	Jackson, Miss.	209.6
85	Evansville, Ind.; Henderson, Ky.	207.3
86	Columbia, S. C.	196.2
87	Chattanooga, Tenn.	192.0
88	Greenville-Washington, N. C.	185.0
89	Youngstown, Ohio	176.0
90	Augusta, Ga.	164.6
91	Johnson City-Bristol, Tenn.	159.7
92	Rockford, Ill.	159.3
93	Lincoln, Neb.	155.4
94	Ft. Wayne, Ind.	154.0
95	Duluth, Minn.; Superior, Wis.	152.5
96	Peoria, Ill.	151.6
97	Fargo-Valley City, N. D.	150.9
98	Beaumont-Port Arthur, Tex.	149.5
99	South Bend, Ind.	147.5
100	Sioux City, Iowa	146.6

# It's late to bed and early to rise

## NATIONWIDE MARKET SURVEY MEANS MANY FACTS IN FEW DAYS

It takes more than an inquisitive mind to find out whether an area rates as an Advanced Market.

It takes stamina, too.

Sam Vitt, vice president in charge of media and programing for Doherty, Clifford, Steers & Shenfield, and Martin Herbst, the agency's media research director, covered 11,000 miles in 18 days in studying five areas on the most am-

bitious Advanced Markets field trip they've yet made.

A reporter of supposedly strong nocturnal habits, tagging along on part of the five-market swing to see how DCSS's Advanced Markets concept works, wilted quickly under the enfeebling influence of 5:30 a.m. risings, 2 a.m. bedtimes and an unbroken succession of conferences, tours, inter-

views, tower-climbing, plant-inspecting and store-visiting in between.

The markets ranged from North Carolina to Utah. In the order of their appearance on the Vitt-Herbst itinerary, they were: Greenville-Washington, N. C.; Flint-Saginaw-Bay City, Mich.; Omaha; Salt Lake City, and Wheeling, W. Va.-Steubenville, Ohio.

**At Least Three** - In each of the five markets the DCSS executives found strong evidences of two and in most cases three or four of the five key factors that contribute to their definition of an Advanced Market: technological advances, population explosion, TV signal patterns, space age developments and interurban trends.

In all, they estimated on their return to their New York headquarters that they had "discovered" close to 1.6 million people and more than \$3.6 billion in annual spending that are not reflected in the usual sources of market information.

THE ADVANTAGES CHECKED OFF AFTER THE DCSS 5-MARKET TRIP	TV coverage & facilities	Population explosion	Interurban-ization	Space age needs	Technological advances
Greenville-Washington, N. C.	✓	✓	✓		✓
Flint-Saginaw-Bay City, Mich.	✓		✓		✓
Omaha	✓			✓	
Salt Lake City	✓		✓	✓	✓
Wheeling, W. Va.-Steubenville, Ohio	✓		✓		✓

Rank	Market	TV Homes (000)	Rank	Market	TV Homes (000)	Rank	Market	TV Homes (000)
101	Montgomery, Ala.	145.6	143	Savannah, Ga.	91.4	185	Butte, Mont.	38.2
102	Terre Haute, Ind.	145.5	144	Cadillac- Traverse City, Mich.	90.4	186	Missoula, Mont.	36.6
103	Burlington, Vt.; Plattsburg, N. Y.	144.0	145	Alexandria, Minn.	89.8	187	Parkersburg, W. Va.	34.4
104	Albuquerque, N. M.	143.0	146	La Crosse, Wis.	89.4	188	Lufkin, Tex.	33.8
105	Utica-Rome, N. Y.	142.6	147	Tucson, Ariz.	88.8	189	Muncie, Ind.	31.5
106	Florence, S. C.	138.7	148	Ottumwa, Iowa	88.0	190	Grand Junction-Montrose, Colo.	30.8
107	Monroe, La.; El Dorado, Ark.	138.5	149	Bluefield, Iowa	87.2	191	Medford, Ore.	29.7
108	Joplin, Mo.; Pittsburgh, Kan.	135.4	150	Mankato, Minn.	83.9	192	Ft. Dodge, Iowa	28.9
109	Austin, Tex.	133.4	151	Lexington, Ky.	82.2	193	Grand Forks, N. D.	28.3
110	Bakersfield, Calif.	133.4	152	Meridian, Miss.	81.7	194	Greenwood, Miss.	28.1
111	Quincy, Ill.; Hannibal, Mo.	132.4	153	Ada, Okla.	81.5	195	San Angelo, Tex.	28.1
112	Mason City-Austin-Rochester, Minn.	131.3	154	Chico-Redding, Calif.	81.1	196	Twin Falls, Idaho	27.1
113	Erie, Pa.	129.3	155	Lake Charles, La.	79.4	197	North Platte, Neb.	26.5
114	Wichita Falls, Tex.	127.7	156	Alexandria, La.	78.3	198	Decatur, Ill.	25.6
115	Waco-Temple, Tex.	126.9	157	Eau Claire, Wis.	75.2	199	Huntsville, Ala.	25.6
116	Honolulu	126.9	158	Abilene-Sweetwater, Tex.	74.3	200	Yuma-El Centro, Calif.	25.2
117	Columbia-Jefferson City, Mo.	124.8	159	Santa Barbara, Calif.	70.9	201	Anderson, S. C.	24.1
118	Charleston, S. C.	121.9	160	Clarksburg-Weston, W. Va.	66.6	202	Klamath Falls, Ore.	23.7
119	St. Joseph, Mo.	117.0	161	Boise, Idaho	65.9	203	Aberdeen-Florence, S. D.	23.4
120	Wausau, Wis.	116.6	162	Dothan, Ala.	63.9	204	Ft. Myers, Fla.	23.3
121	Columbus, Ga.	114.8	163	Harlingen-Weslaco, Tex.	63.3	205	Florence, Ala.	23.0
122	Springfield, Mo.	112.7	164	Harrisonburg, Va.	63.0	206	Presque Isle, Me.	22.9
123	Albany, Ga.	111.9	165	Ardmore, Okla.	60.6	207	Lafayette, Ind.	22.3
124	Amarillo, Tex.	110.9	166	Scottsbluff, Neb.; Cheyenne, Wyo.	60.6	208	Mitchell, S. D.	21.9
125	Lafayette, La.	109.7	167	Jackson, Tenn.	58.2	209	Zanesville, Ohio	21.9
126	Topeka, Kan.	109.1	168	Carthage-Watertown, N. Y.	57.6	210	Panama City, Fla.	21.8
127	Yakima, Wash.	108.7	169	Idaho Falls, Idaho	56.1	211	Anchorage, Alaska	21.3
128	Lubbock, Tex.	107.5	170	Marquette, Mich.	55.9	212	Clovis, N. M.	17.3
129	Tallahassee, Fla.	105.6	171	Billings, Mont.	53.6	213	Big Spring, Tex.	15.6
130	Macon, Ga.	103.4	172	Columbus-Tupelo, Miss.	51.2	214	Monahans, Tex.	15.3
131	El Paso	103.2	173	Ft. Smith, Ark.	49.6	215	Carlsbad-Roswell, N. M.	15.3
132	Eugene-Roseburg, Ore.	99.7	174	Hattiesburg, Miss.	48.1	216	Pembina, N. D.	15.1
133	Pueblo-Colorado Springs, Colo.	99.4	175	Eureka, Calif.	48.1	217	Goodland, Kan.	13.9
134	Odessa-Midland, Tex.	99.4	176	Lima, Ohio	45.1	218	Dickinson, N. D.	13.9
135	Hastings-Kearny, Neb.	97.1	177	Rapid City, S. D.	43.4	219	Laredo, Tex.	11.9
136	Bismarck, N. D.	95.3	178	Reno, Nev.	43.4	220	Ft. Pierce, Fla.	10.3
137	Bangor, Me.	94.8	179	Bellingham, Wash.	43.0	221	Selma, Ala.	10.2
138	Wilmington, N. C.	94.1	180	Salisbury, Md.	41.6	222	Fairbanks, Alaska	10.0
139	West Palm Beach, Fla.	93.6	181	Casper-Riverton, Wyo.	41.4	223	Helena, Mont.	7.2
140	Tyler, Tex.	93.3	182	Las Vegas	41.2	224	Glendive, Mont.	3.6
141	Corpus Christi, Tex.	93.2	183	Great Falls, Mont.	40.3	225	Juneau, Alaska	3.4
142	Manchester, N. H.	93.0	184	Ensign-Garden City, Kan.	38.5			

(Base: U.S-TV 48,100,000 Homes)

"In these five markets, taken together, we found all sorts of developments that are typical of what we are looking for when we set out to decide whether any particular market should be classified as 'advanced,'" Mr. Vitt reported. "Broadcasters interested in knowing whether their own markets have similar 'hidden' values might find it helpful to see a rundown of our specific findings in these specific markets."

Here are some of the principal discoveries, market by market, in their search for the "hidden" people and money—buying power not yet reflected in traditional market-data sources—that can transform a good market into an Advanced Market for DCSS clients:

#### GREENVILLE-WASHINGTON

Messrs. Vitt and Herbst reached Washington, N. C. at 10:30 p.m., conferred on plans for their tour, reviewed their files, and were up for an early breakfast meeting with officials of WITN-TV Washington—a meeting spent more in orienting them to the area than in competitive media talk.

The area seems predominantly rural, but after three days of being driven

over it by WITN-TV President Bill Roberson and Executive Vice President T. H. Patterson they were convinced that "the tremendous interurbanization between the smaller cities—Washington, Greenville, Kinston, Jacksonville, etc.—accentuates the potential of this area as an important metropolitan center."

Their first major discovery came at approximately 9:45 a.m. when they arrived at Camp Lejeune, home of the Second Marine Division and billed as the world's largest amphibious training base. After a tour of the base they conferred with the commanding general's chief of staff, Colonel Tom Ivey.

#### GREENVILLE-WASHINGTON, N. C.

Facts developed	What this means in terms of additional people and money		Effects to be felt
	People	Yearly dollars	
1) Antenna height of WITN-TV increased from 883 feet above average terrain to 1,470 feet effective August 1962	85,000	\$145,000,000	Superior TV service delivered by area station tying market together.
2) Camp Lejeune, Marine Corps base, home of Second Marine division, is not picked up by standard measurements	123,000	\$210,000,000	Adds stable, important growth of customers particularly for package goods.
3) Second largest phosphate development on East Coast currently being explored by Bear Creek Mining Co.	19,000	\$ 40,000,000	More efficient agriculture in world's largest leaf tobacco markets.
4) Washington, N. C., will be mid-point on new improved ocean route from New York to Florida when Norfolk Bridge-Tunnel is completed in 1964.	71,000	\$125,000,000	Growth of tourism in eastern North Carolina.
Total	298,000	\$520,000,000	



From the top of the Livestock Exchange building in Omaha, the fact-checking Doherty, Clifford, Steers & Shenfield team of Sam Vitt and Martin Herbst get a steak-eyed view of a major livestock market with Owen

Saddler, executive vice president, KMTV(TV), Omaha, and their host, Charles O'Rourke. The Omaha stop was one of many on the national check for "advanced" markets. (L-r) Messrs. Saddler, Vitt, O'Rourke and Herbst.

who for almost an hour described its contributions to the area's economic life.

The military establishment's influence, not reflected in standard market research sources, adds 123,000 people and \$210 million a year to the Washington area's "known" resources. Most of these newly found people and most of the new money represent young families making major commitments in such consumer products as food, drug and baby items.

A few miles eastward is the 11,500-acre Cherry Point Marine Corps Air Station. Although they didn't visit Cherry Point, Messrs. Vitt and Herbst learned that it puts \$85 million a year into the area, including a \$64 million payroll for its 8,000 military and 3,500 civilian personnel.

**Tobacco Center** ■ Historically, the Washington-Wilson-Kinston area has been the center of the world's biggest bright-leaf tobacco market—"an important element of stable growth," Mr Vitt called it after inspecting the tobacco warehouses.

He and Mr. Herbst also conferred with the manager of the Bear Creek Mining Co., which currently is exploring the development of important phosphate deposits in the area. They were told that these are the largest phosphate fields on the East Coast, except for Florida's, and give promise of building to a \$20 to \$40 million annual phosphate business for Bear Creek Mining in the next few years.

"We also learned that other operators may develop additional facilities in this market, which will mean even more efficient production for eastern North

Carolina's immense agricultural plant," Mr. Herbst reported.

The agency team also checked progress on the construction of a new bridge-tunnel in neighboring Norfolk, Va., which they visited on a similar trip a year ago. The bridge-tunnel, a modern architectural wonder, will be a vital link in a new superhighway from New York to Florida when it is completed in 1964. Motel and restaurant builders already are scouting the area for sites, figuring its location will make it an ideal midway stopoff point for tourists and promote a sharp increase in tourism moving into the eastern Carolina and coastal resorts.

At a dinner meeting with two dozen area business leaders and state government officials, held at the WITN-TV transmitter site, the DCSS executives learned how new business is moving into the area and how local businesses are expanding.

**Follows TV's Umbrella** ■ The manager of the Belk-Tyler department store in Washington outlined the Belk-Tyler chain's plan of locating its stores within the umbrella patterns of television coverage—and told how it has used commercials on a single station, WITN-TV, to sell a single item simultaneously in 14 stores.

The plant manager of the National Spinning Co. reported on the new plant his company is building adjacent to its existing facilities.

An official of the du Pont dacron plant near Kinston, said to be the largest facility of its kind in the world, summarized the major factors of power, transportation, labor, plant requirements, raw materials and manufacture,

storage and distribution of finished products that figured in du Pont's choice of plant locations.

An official of the State Department of Conservation and Development passed out brochures in package lots, reported on the state's training system to teach the skills that industry needs—and set up a 9:30 a.m. conference with Governor Terry Sanford in the state capitol, Raleigh, two hours away.

The agency men found Governor Sanford one of the most enthusiastic of the many North Carolina salesmen they met. He was preparing to visit New York two days later to discuss North Carolina's business opportunities in a speech before the Sales Executives Club. This kind of business missionary work, and more particularly the plans of close to 500 North Carolina business leaders to accompany him, impressed the DCSS team as evidence of the state's emphasis on growth.

**An Impact Is Felt** ■ "This sort of enthusiasm has an almost tangible effect," according to Mr. Vitt. "It's an impact that will never show up in market statistics, but it's enough to make even the most indifferent observer feel that North Carolina will succeed in its efforts to become a truly major factor in the economy of the future."

The key role in tying together the commercial, industrial and agricultural complex centered on Washington-Greenville is performed by television. Messrs. Vitt and Herbst were told repeatedly that TV is the dominant communications medium for the whole area.

It broadened its grasp last August when the NBC-affiliated WITN-TV increased its tower height from 883 feet to 1,470 feet above average terrain and, in the process, increased its reach even farther by having specially tuned receiving antennas designed and built for sale to distributors and dealers at cost. More than 7,500 have been installed, many of them in the Raleigh area, which has no local NBC outlet.

■ Summing up: The DCSS investigators figured they had found almost 300,000 people and more than \$500 million a year that are not reflected in standard sources on this market.

#### FLINT-SAGINAW-BAY CITY

In two and one-half days Messrs. Vitt and Herbst held 19 meetings in this car-conscious complex, which impressed them with its air of abundance.

"The extremely high statistics on wages and the extremely low statistics on unemployment," said researcher Herbst, "tend to make the area a tremendously affluent one for anybody wishing to obtain effective sales value."

They found Flint basking in the prosperity produced by the recent sales successes of Buick cars and by the higher wage rates and greater produc-



# UNDUPLICATED TELEVISION IN FLORIDA'S SPACE-AGE MARKET

The rapid expansion of the Cape Canaveral area, along with Florida's dynamic growth, has propelled the vital Central Florida television market upward in all market lists:

**FLORIDA'S THIRD LARGEST MARKET**

Test Flight at Cape Canaveral of  
Martin-Built USAF TITAN ICBM



More than 10,000 construction workers and their families are moving into this dynamic area preparing for man-to-the-moon projects.

Spurred efforts in our scientific space complex adds to the explosive growth of this industrial, commercial and agricultural complex adding people, dollars and consumers to this tremendous market that includes Orlando, Daytona Beach, Cocoa, Cape Canaveral and Melbourne.

Three television stations offer UNDUPLICATED coverage of this dynamic Orlando-Daytona Beach market. Is your market list up to date to sell this opportunity market? Contact our national representatives for the fantastic space age story in Central Florida.

**WFTV**

**Ch. 9 - ABC**  
Formerly WLOF-TV  
Adam Young, Inc.

**WESH-TV**

**Ch. 2 - NBC**  
Advertising Time  
Sales, Inc.

**WDBO-TV**

**Ch. 6 - CBS**  
Blair Television

HAZEL



### *Household Miracle*

Once upon a time, Aladdin rubbed a magic lamp and found himself in the hands of a genie. Once upon a time, George Baxter hired a maid and found himself in the hands of Hazel.

About the only major difference is that Hazel didn't leave the premises after three wishes—and that's just dandy with the Baxters, who know a

household miracle when they've got it.

Since NBC-TV is as happy with her as audiences are, "Hazel" will most definitely be back for a third season in the Fall as a major attraction on our widely-varied 1963-'64 agenda.

The maid-to-order Hazel is, of course, Shirley Booth—who tidily swept up an Emmy in each of her two seasons on the job. (Collecting prizes is an old habit, really. She already had an Oscar, a



Cannes Film Festival Award and three of Broadway's Tony Awards.)

Naturally, "Hazel's" talents range far beyond the domestic. Before the awed eyes of her TV family—Don DeFore, Whitney Blake and Bobby Buntrock—she has gotten rid of a free-loading relative via some *very* special recipes; won the city's biggest bowling competition, and helped legal expert George land some of his choicest contracts.

Actually, about the only list we know that's *more* varied than the roster of "Hazel's" talents is the program schedule NBC-TV has whipped up for the coming season. It ranges from some of the medium's most promising newcomers—like "Espionage" and "Harry's Girls" to such attractive returnees as "The Jack Paar Show" and "The Virginian." To borrow "Hazel's" favorite description: it's a doozie.



Look to NBC for the best combination of news, information and entertainment.

tion efficiency stemming from increased use of automation on the Buick assembly lines.

In Flint it was pointed out to them that the average weekly wage in the area was \$145, the highest in the country, while the unemployment figure at the time was 2.1%.

Mr. Vitt observed that while the high average wage and low unemployment were largely dependent on the success of the nation's car-buying public, it was clear that the average worker in this area still has more money to buy more goods more often than do his counterparts in the rest of the country.

In addition Mr. Vitt was impressed by the long-range plans of the automotive manufacturers to keep fulltime employment high, which he felt would insure a high level of future income and thus make the area a prime prospect for new-product introduction in the future.

**Outstanding Opportunities** ■ Along with near-capacity employment, the DCSS investigators learned, business leaders of the area have developed and maintained top-flight cultural and economic opportunities for the growing population. A visit to the C. S. Mott Foundation in Flint emphasized this point.

Started in the bottom of the 1930's depression to help people help themselves, the Mott Foundation conducts adult-training courses in practically every public school in the area. The Mott concept is to use the school system, not as a training center for children, but as a focal point for the entire community—a place to teach the skills that will serve, as Mr. Vitt described it, "as a nucleus for additional expansion without the concurrent pain of the displacement of people."

North of Flint, the DCSS team surveyed a well-balanced industrial-agricultural area showing all the symptoms of interurbia. The growing-together of Flint with Detroit on one side and with Bay City-Saginaw to the north, they concluded, is creating a continuously

growing market of "people and money" that can be reached most completely by the broadcast media.

In side trips they saw a new 400-mile, toll-free highway to Sault Ste. Marie nearing completion to give easier access to Michigan's prime—and multi-million dollar—tourist attractions in the northern part of the state. It was estimated that this facility alone will introduce \$180 million in new revenues annually from some 62,000 "new" people in this market area.

**Automation** ■ The economic influence of new trends within the automotive industry was emphasized by several business leaders the agency executives met with. The general manager of the Saginaw Steering Gear Co., for one, stressed the growing importance of automation, both to the industry and to the area as a marketing center.

In the past, he noted, automation has been limited primarily to the assembly lines. Now technological advances are bringing automation into the automotive parts business. As a result, he said, his company, which sells parts to all car manufacturers, is planning "a vast expansion" of its facilities to take advantage of the new technological developments.

The Vitt-Herbst enthusiasm for this section of Michigan as an Advanced Market for advertisers was in no way abated by the report they got from Frederic G. Donner, chairman of the board of General Motors. Capital expenditures in Michigan, he said, normally run 45 to 50% of the U. S. total and in 1963 will amount to approximately half of the \$525 million expected for the country as a whole.

Said Mr. Vitt:

"When you're talking about putting \$260 million or more into a state, you're talking about a tremendous potential for consumer spending. These are the kind of figures that mean so much in our Advanced Market considerations, because we don't have to wait six months to a year or more to receive them from some governmental

or other research outfit."

**Education And Culture** ■ Growth prospects for the area were also found in non-industrial developments. Bankers, food brokers, ship builders, communications executives, retailers, mayors and chambers of commerce were interviewed at length, but Messrs. Vitt and Herbst did not overlook the educational and cultural environment which, they feel, can make a good advertising market better.

In Saginaw they were impressed by the growth of a relatively new junior college, Delta University, which has come along so rapidly as an educational center that it is already up for accreditation as a full-scale college.

"The educational and cultural atmosphere of a community cannot be reported in marketing statistics," Mr. Vitt said afterward. "But it is an essential element in a growing community. Any study of markets will show that interest in education and the arts goes hand in hand with growth. You can't put a number on it, but you can't afford to overlook it."

President James Gerity Jr. of WNEM-TV Saginaw, which helped arrange the tour for Messrs. Vitt and Herbst, stressed the influence that expanding transportation facilities will have. The water facilities along Lake Huron and the network of railways and highways to the west and south, coupled with the lands available for further industrial development, promise to push the Saginaw-Bay City area to its full potential as an advertising market, he asserted.

■ Summing up: Messrs. Vitt and Herbst judged that standard research sources underestimate the Flint-Saginaw-Bay City market by at least 200,000 people and \$584 million a year in spending power.

## OMAHA

If one thing about Omaha registered with the DCSS team more than anything else, it was the "depression-proof" nature of the economy.

Its variety of economic forces—stockyards and meat-packing, the Strategic Air Command center, insurance, transportation and distribution, industry and agriculture, among others—left little doubt that the area's economy could absorb any blows that might reasonably be anticipated.

"If the whole nation turned vegetarian," Mr. Vitt speculated, "the other forces at work in Omaha could take up the slack left by the loss of the beef market. If the SAC moved out, civilian business and industry would still move ahead. Even if the sale of insurance policies were outlawed, Omaha has enough other things going for it to make a depression improbable if not impossible.

"The fact that none of these ex-

FLINT-SAGINAW-BAY CITY			
Facts developed	What this means in terms of additional people and money		Effects to be felt
	People	Yearly dollars	
1) Accelerated implementation of technological advances (automation) in automobile parts industry.	27,000	\$290,000,000	Extension of production efficiency initially established by automation of assembly line
2) Completion of toll-free highway to Sault Ste. Marie	112,000	\$180,000,000	Easier access to Michigan's tourist attractions
3) Movement together of Flint-Detroit area with Bay City-Saginaw	62,000	\$114,000,000	Clear example of interurbanization.
Total	201,000	\$584,000,000	



## **STONE REPRESENTATIVES, INC.**

FORMERLY *Radio-TV Representatives, Inc.*

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tremes is apt to happen only reinforces our belief that the Omaha area cannot move any way but forward. The wide, busy avenues and the extremely active shopping areas give more than the appearance of prosperity—they're evidence of what the city officials call 'a continued boom.'

**A Growing City** ■ On top of everything else, Messrs. Vitt and Herbst found, Omaha is growing. On tours by air and car, arranged by KMTV(TV) officials, they saw new buildings going up in practically all areas of the city—and beyond, where what was comfortable farm country five or ten years ago is now covered with medium to high-priced housing developments.

They got a taste of the up-to-date atmosphere when they arrived: The new jet airport is served by five major airlines and handles more than 100 flights a day.

They got another taste—literally—in their first Omaha dinner: Steaks they vowed were as good as they'd ever eaten. Waiters and businessmen alike explained why: for years, Omaha has been the world's largest livestock and meat packing center, with more than 15,000 people working in the stockyards sprawled over a large part of South Omaha.

Omaha is also the nerve center of

Facts developed	OMAHA What this means in terms of additional people and money		Effects to be felt
	People	Yearly dollars	
1) Steady, diversified industrial growth will continue at least for remainder of decade.	120,000	\$226,000,000	Maintenance of depression-resistant economy in geographic center of U. S.
2) Nerve center of the nuclear age via SAC headquarters and Offutt AFB, which do not appear in standard measurements.	82,000	\$360,000,000	Continued permanent military residence.
3) New interstate highway will be completed in 1964.	31,000	\$ 54,000,000	Enhance Omaha's position as gateway to West and maintenance of world's largest livestock and meat packing center.
Total	233,000	\$640,000,000	

the SAC with all its nuclear and electronic equipment. On a visit to the SAC public information office they were told that more than \$360 million is left in the Omaha-Lincoln-Council Bluffs area each year by SAC's military and civilian personnel.

As evaluated by Mr. Herbst, "this represents a largely unmeasured economic factor in the consideration of the Omaha area as an Advanced Market, and opens up still more the potential of this area for high per-dollar sales

effectiveness."

Other major economic highlights show Omaha as one of the nation's insurance capitals, with 28 insurance companies headquartered there; and as a major transportation hub, fourth largest rail center in the country and, not incidentally, headquarters for the Union Pacific railroad.

**Market Size Is Deceptive** ■ Television and interurban trends combine to make it a bigger market than normal statistics indicate, in the opinion of the DCSS

# It had to happen!

**THE NORFOLK-HAMPTON MARKET IS ACHIEVING THE RECOGNITION IT DESERVES!**

In referring to the 17½-mile, \$200 million Chesapeake Bay Bridge-Tunnel nearly completed, NEWSWEEK Magazine wrote: "Once (this) crossing is completed, (Norfolk-Hampton), the experts say, will burst into millions and become the South's leading market." READER'S DIGEST called it "One of the five future wonders of the world!"

AND NOW

One of the country's top-big advertising agencies, Doherty, Clifford, Steers & Shenfield, which last year billed \$19.7 million in broadcast time alone, advances Norfolk-Hampton from the nation's 55th television market to 34th position

**W V E C - T V**  
NORFOLK/HAMPTON, VIRGINIA



**THE KATZ AGENCY, INC.**  
National Representatives

appraisers. The growth of Council Bluffs and Lincoln in the direction of Omaha have brought significant portions of these markets within Omaha's TV range.

Owen Saddler, KMTV executive vice president, stressed the influence of a new highway system linking these areas: "Inter-travel between Omaha and Lincoln for workers, shoppers and visitors alike has become a routine thing, and as the suburbs continue to grow, the inter-locking of the communities is not far off.

"Even now," he said, "we have advertisers in Lincoln selling their goods on Omaha television, and advertisers in Omaha selling to Lincoln people."

Growth as evidenced in nonindustrial terms also made an impression on the agency visitors. They found that Omaha has one of the most active dramatic playhouse groups in the country, maintains a 22,000-man local organization called AK-SAR-BEN (Nebraska spelled backwards) that runs a race track, a fair and other civic attractions whose proceeds go into civic and cultural developments.

Omaha's Medical Center, they were told, is not only rated among the finest in the country but also is currently putting \$79 million into an expansion of building and equipment.

Summing up, Messrs. Vitt and Herbst estimated that their two and one-half days in Omaha had uncovered 233,000 people and \$640 million in annual expenditures not reported through normal sources of marketing information.

#### SALT LAKE CITY

The vastness of the Salt Lake market, geographically, was particularly impressive to the DCSS executives and kept them on the move for more than four days.

"It's a media man's real pleasure to hit an area whose market potential so far exceeds the standard ratings by which it is ordinarily assessed," Mr. Vitt reported.

In mileage, the TV market is the biggest in the U. S. With the help of high transmitting towers, translators and boosters, community antennas, microwave relays and home antennas that often are 150-foot tall and cost more than a TV set, television coverage ranges over an area larger than New England, extending as far north as the Glasgow Air Force Base on the Canadian border in Montana.

Plans currently afoot to document this coverage story by new and more detailed area research were described to Messrs. Vitt and Herbst by George Hatch, vice president of KUTV(TV) Salt Lake City. The agency men counted on this added documentation to go far in gaining wider recognition of the Salt

# NOW!

**WNEM-TV  
MICHIGAN'S**

## TOWER of SALES POWER

**SELLS  
THE NATION'S  
40th  
RETAIL MARKET:**

**FLINT - SAGINAW - BAY CITY**



## today **WNEM-TV** ...

is the direct channel to a total effective buying income of \$2,875,469,000.

#### DRUG SALES


34th Nationally—(\$73,008,000)

#### AUTOMOTIVE SALES

35th Nationally—(\$354,205,000)

#### FOOD SALES

37th Nationally—(\$469,063,000)

With complete studio facilities in Flint's Pick-Durant Hotel . . . plus comparable broadcast studio facilities on Becker Road in Saginaw . . . WNEM-TV is the only station in Eastern Michigan providing complete local service for an area rather than a single city. WNEM-TV's nine years of proven sales success confirms Channel 5's complete coverage of the Nation's 40th Retail Market—FLINT-SAGINAW-BAY CITY. Plus, of course, all of Eastern Michigan! For details on Eastern Michigan's only color everyday station . . . call Edward Petry & Company, Inc. 

#### FLINT offices and studio

Pick Durant Hotel • Flint, Michigan • CEDAR 5-3555

#### Saginaw - Bay City offices and studio

5700 Becker Road • Saginaw, Michigan • PLEASANT 5-8191

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# WNEM-TV

**NB**

SERVING FLINT - SAGINAW - BAY CITY AND ALL EASTERN MICHIGAN

# We are involved with this woman

She's "Miss Indiana" . . . and we are involved in just about every civic activity she views from atop the famous Soldiers and Sailors Monument in Indianapolis. That is to say, we take a big part in community life . . . and that bodes well for any advertiser wishing to take a big part of the \$3 billion spent annually in our 760,000 home market. The stations that *serve best sell*





best. We not only offer top broadcast coverage of area activities, we *involve* ourselves vitally in civic affairs . . . heading committees, determining policies, supporting causes, even running plain-spoken editorials when we feel something needs to be said in the public interest. In the process, we win more than our share of awards (see below). If you'd like more than *your* share of the Mid-Indiana market . . . see your KATZ man!



*Represented by the KATZ Agency*

## **The WFBM Stations**

INDIANAPOLIS — TV, AM, FM • TIME-LIFE BROADCAST INC.

Here are our most recent awards—Headliner Award: Atlantic City Press Club award for consistent excellence in local news reporting • The Freedom Foundation Award: For Local Promotion of Patriotic Ideals • Indiana News Photographers Association Awards: Station of the Year; News Photographer of the Year; Separate awards for local documentaries and news coverage • Casper Awards: Clean sweep of four community service organization awards—two for television, two for radio • Man of the Year: Awarded to Eldon Campbell, station manager, by the B'nai B'rith organization • Merchant Marine Merit Award: For creating awareness of Indianapolis' position as a vital inland port.

**FACTS PROVE**

*CONCLUSIVELY!*

**K-NUZ**

IS HOUSTON'S

**No. 1 ADULT**

AUDIENCE

**BUY!**

Here are the latest facts and figures on cost per thousand—

**TOTAL ADULT MEN IN AFTERNOON TRAFFIC TIME**

delivered by Houston radio stations. K-NUZ again is conclusively Houston's NO. 1 BUY!

MON.-FRI.—4-7 PM

STATION	COST PER THOUSAND
K-NUZ	\$6.90
Ind. "A"	\$8.24
Net. "A"	\$7.25
Ind. "B"	\$13.08
Ind. "C"	\$10.00

**SOURCE:**

First Houston LQR-100 Metro Area Pulse, Oct., 1962. Based on schedule of 12 one-minute announcements per week for 13 weeks, from rates published in S.R.D.S., Feb., 1963.

SEE KATZ FOR COMPLETE ANALYSIS OF ALL TIME PERIODS!



**THE KATZ AGENCY INC.**

NATIONAL REPRESENTATIVE

IN HOUSTON call

DAVE MORRIS JA 3-2581

**K-NUZ**

**SALT LAKE CITY**

Facts developed	What this means in terms of additional people and money		Effects to be felt
	People	Yearly dollars	
1) Fuller measurement of TV signal and supporting amplification equipment will show Salt Lake City as largest geographic market in U. S.	442,000	\$796,000,000	Improve the documented measurements of Salt Lake City market area.
2) Greater availability of raw material will improve areas' position as leader in variety of mineral resources from phosphates (fertilizers) to pitchblend (uranium ore)	62,000	\$105,000,000	Salt Lake City's natural resources will provide continued growth.
3) Glen Canyon Dam to open in 1964 will highlight one of U. S.'s greatest tourist attractions.	38,000	\$140,000,000	Tourism can trigger many facets of economic growth
4) Thiokol and Hercules extensively involved in solid fuel propellents.	82,000	\$160,000,000	These are part of the most advanced missile projects in production.
5) LDS Church continues to be fastest growing religion in world.	.....	\$340,000,000	Salt Lake City will benefit in many ways as world LDS church center.
<b>Total</b>	<b>542,000</b>	<b>\$1,381,000,000</b>	

Lake market among agencies generally.

Salt Lake's location, they agreed, has an important bearing on its potential developments. It is situated in the center of the mountain states, approximately equidistant from Los Angeles and Seattle and in a direct line with San Francisco.

**'Clearfield Project'** ■ In their meetings the DCSS executives were given details of the "Clearfield Project," a futuristic plan to take advantage of Salt Lake City's strategic position by using the Clearfield Naval Supply Depot as a free port.

It was estimated that this installation now accounts for about 5% of the total public warehouse space in the continental United States. Local officials expect that when the Clearfield Project plans have been executed many manufacturers will find it more feasible to use Salt Lake City as their primary distribution point for the entire West Coast.

Land which once formed the bottom of the Great Salt Lake is now a fertile valley for agriculture and the basis of an extractive industry that develops minerals from the nearby mountains. Geological studies, it was pointed out, have shown that, acre for acre, this area has the greatest variety of commercial mineral sources on the face of the earth. These include the Kennecott open-pit copper mine, the largest of its kind in the world.

Out of this earth \$122,265,000 worth of gold, silver, copper, lead and zinc were produced in 1961, not to mention substantial amounts of cobalt, phosphate, steel, vanadium, carnotite and pitchblend. At least \$26 million worth of the uranium ores was extracted.

**Greater Development** ■ "Current and future space age demands for these important minerals will exert even greater pressures for the area's development as a mining center in the next few years," according to Mr. Herbst.

In the same area, Thiokol and Hercules Powder currently are involved in the development of solid-fuel propellants for the nation's more advanced missile systems.

Water, one of the West's most vital resources, will be controlled and used more efficiently through a new dam system called Glen Canyon on the Colorado River, now under construction and due for completion in 1964. This will also permit better access to a leading tourist attraction—the scenic panorama of southeastern Utah, which has been used in countless motion pictures portraying the grandeur of the West.

Local tourist business is currently estimated at \$125 million a year, and new developments planned and envisioned can increase this sum substantially.

Salt Lake City is also a world center for the Mormon Church, described as the fastest growing religion in the world. Maintenance of the current growth rate, in the DCSS men's opinion, "will exert profound influences in terms of the economy of the area."

One of the church's primary tenets is its belief in secular education. Some 65% of the state's population is Mormon, and three main universities—Utah, Utah State and the church's Brigham Young—currently show an enrollment of 27,000 students. Such an educational level, in the DCSS executives' judgment, "will insure Salt Lake

City's position in the space age."

■ Summing up: More than 500,000 people and \$1.3 billion a year not credited to this area by the usual research sources.

### WHEELING-STEUBENVILLE

The most impressive Advanced Markets feature the DCSS investigators found in this upper Ohio River Valley area was the unifying influence of a number of forces to form a tight market complex out of many towns geographically cut off from one another by the hilly terrain.

The degree of industry diversification apparent during their two-day visit was an important secondary consideration in their decision to rate the area as "advanced."

One of the unifying forces was the work under way on a new tower for WTRF-TV Wheeling. Due for completion in July, it will rise 962 feet above average terrain as compared to 590 feet for the old tower.

Mr. Herbst estimated that this change alone will bring 241,000 "new" people with an additional market potential of \$431 million into television range.

Another integrating factor investigated by the agency team was the new interstate highway U. S. 70, now nearing completion, which they said will serve as a major east-west transporta-

Facts developed	WHEELING-STEUBENVILLE		Effects to be felt
	What this means in terms of additional people	and money Yearly dollars	
1) Antenna height of WTRF-TV will be increased from 590 feet above average terrain to 962 feet by the start of the fall 1963 TV season.	241,000	\$431,000,000	More complete integration of upper Ohio market via television coverage.
2) New chemical and garment industry scheduled for Wheeling.	72,000	\$122,000,000	Reflects continued industrial growth.
3) Improved transportation with completion of new interstate U. S. 40.	43,000	\$ 73,000,000	Will complement Ohio River as important transportation resource.
Total	356,000	\$626,000,000	

tion link complementing the Ohio River's north-south passageways.

In a session with the executive director of the Ohio Valley Industrial and Business Development Commission, Messrs. Vitt and Herbst got a detailed report on the influx of new industry to diversify the economy.

A new garment manufacturing plant is going up a short distance from Wheeling, they were told, while developments in the chemical, aluminum and glass-making industries have "virtually guaranteed" continuing growth through local expansions in those fields.

**Varied Economy** ■ These additions, it was pointed out, represent a continuation of a trend that in the last 10 years

has brought at least 35 new plants into the area and reduced the economy's dependence on the steel industry from 85% to about 45%.

Diversification was emphasized repeatedly by local officials and businessmen seeking to explode the "great misconception" that the depressed areas label applied to West Virginia's coal mining regions also extends into the Wheeling-Steubenville market.

The mayor of Wheeling, leaders of the development commission and officers of private companies supported Robert W. Ferguson, executive vice president and general manager of WTRF-TV, which was the DCSS team's host for this visit, in his contention that

## In the New Market Ranking\* Wilkes-Barre / Scranton is 59th.!

in ARB homes delivered  
...it's 44th.!

..in  
March  
1963 ARB

from 9 A.M. to 12:30 A.M..  
Sunday thru Saturday..

WBRE-TV is 1st in total homes in 184..1/4 hours.  
Station B is 1st in total homes in 139..1/4 hours.  
Station C is 1st in total homes in 111..1/4 hours.

### WBRE-TV REMAINS THE LEADER.!

\* Based on major agency ranking.

THE RAYZ AGENCY, INC.

## Ratings not a criterion in choosing market, says DCSS

Program ratings become strictly a buying guide, not a factor in market selection, in Doherty, Clifford, Steers & Shenfield's Advanced Market Plan.

"Ratings are still essential in selecting specific adjacencies within markets, because there is no other yardstick," said Martin Herbst, media research director of the agency.

"But the stacks of new market data we get in studying advanced markets, added to the information available from standard sources, gives us an up-to-date picture of the relative importance of different markets. Our clients can base their market selections and allocate their

budgets on the basis of market information alone.

"Thus it is unnecessary to select markets according to those showing the widest reach in the ratings, as some agencies do."

The advanced markets concept also lends itself to—and relies upon—the agency's computer program.

Two banks of information are stored in the computer: (1) past media and marketing data, as compiled from standard research sources, and (2) present and future marketing data, as compiled in advanced markets studies.

**Classifies Promptly** ■ The com-

puter evaluates these banks both separately and together and, using formulas supplied by the agency, can quickly designate the markets to be rated as "advanced."

"The computer's ability to store data and retrieve it quickly and accurately permits the handling and use of an almost limitless amount of data," Mr. Herbst said.

DCSS relies on electronic data processing service centers to handle its computer work. Central Media Bureau is used primarily for media cost estimating, various other organizations for special computer programs to meet specific needs.

"Wheeling-Steubenville is not a depressed area."

"Many people think that because we're sitting in West Virginia we are similar to the downstate areas," he continued. "But a glance at the map will show that Wheeling is a lot closer to Ohio and Pennsylvania than it is to the rest of West Virginia, and our industrial progress makes the distinction clear."

■ Summing up, Messrs. Vitt and Herbst estimated that the area's normally unreported resources add some 350,000 people and \$600 million a year to its market potential.

### LOCAL RETAILERS DCSS finds tv coverage sets marketing pattern

Signs of a trend that may enable television to break the hold newspapers have on much local advertising emerged as a by-product of Doherty, Clifford, Steers & Shenfield's development of its advanced markets concept.

On their five-market swing to study advanced market prospects (see page 46), the agency's Sam Vitt and Martin Herbst found several local advertisers patterning marketing operations along television coverage lines.

These instances included reliance on TV coverage to determine new store sites, promotion of the same items in many different stores on a single telecast, relating advertising performance to specific stores and the use of television to create new markets for established stores.

This sort of adaptation of business practices to television coverage patterns is an old thing with many national and big regional advertisers, but instances of its use by local advertisers have been slower in coming to light.

**Antiquated Plans** ■ Mr. Vitt, DCSS's vice president in charge of media and programing, noted that national advertisers recognized, several years ago, that their tradition of setting up distribution and marketing plans along standard metropolitan area lines was being antiquated by television's umbrella coverage effect.

Newspaper circulation tended to concentrate in metropolitan areas, too. But TV signals—like radio signals—were creating entirely new marketing complexes that covered cities, towns and rural areas as well as the standard metropolitan areas.

The importance of these outlying areas to national advertisers was illustrated by Mr. Vitt with this example:

"For most national advertisers the top 100 television markets generally form a realistic spot TV universe. There are 29 million TV homes within the metropolitan areas of these 100 markets. But an additional 15 million TV homes lie outside the metropolitan areas of these same markets, so that an advertiser who does not consider the total area can, in fact, ignore 50% of his potential customers.

"In some instances, such as we found in Washington, N. C., he may ignore *all* of his potential customers if he sticks to the standard metropolitan areas—for the simple reason that there is no standard metropolitan area in Washington, or in many other markets like it.

**The Overlap Problem** ■ "When the top 100 markets are superimposed on one another we find about 20% overlap, which largely exists outside the metropolitan areas. This overlap is another reason why the total effective coverage area of each TV market must be carefully and accurately determined and then strictly adhered to.

"National advertisers were the first

to recognize the validity of this concept, because they often had good distribution on a TV-market-by-TV-market basis. Their first job was to collect sales data for the entire television area, once this had been accurately defined. Then it was a simple matter to adjust advertising and promotion budgets in line with realistic sales data."

Mr. Vitt cited Bristol-Myers and the Quinton Co. as DCSS clients that for several years have been building their distribution as well as advertising and promotion patterns around markets defined by television signals rather than more confining boundaries.

Regional advertisers, meanwhile, have been adopting the television marketing concept in substantial numbers, guided in many cases by their advertising agencies. Narragansett beer in New England, Wiedemann beer in the Midwest and Jax beer in the south central area are among DCSS clients relying on television coverage areas to determine their sales, distributor territories and advertising budgets.

**TV-Oriented Thinking** ■ "Now our Advanced Markets field trip has shown that this concept has come full cycle," Mr. Vitt reported. "Now retailers are beginning to think in terms of television marketing areas.

"All of this suggests that an advertiser's television viewing area automatically becomes his most efficient marketing area. The extension of this philosophy to the retail level represents an entirely new phenomenon.

"In the past local media have sprung up where people lived, to provide them with entertainment and news. Now we find that television is redefining where people live, based on the goods and services available to them—first on a national, then on a regional and finally, now, on a local level."

## Maintenance for Collins FM transmitters



Collins' performance record of less down time than any other make of transmitter is a fact we can demonstrate. So, what maintenance amounts to is mostly regular dusting... with a good dust cloth. Keeps your Collins FM transmitter clean. And gleaming, as befits modern station decor. □ Of course, you don't have to dust (although we recommend it). In which case, your Collins FM transmitter will just stand there, dustily transmitting a clean, strong signal. Makes for great reception...happy listeners. And you know what that means to advertisers! □ Get complete information on Collins' complete line of FM transmitters. They're available in models from 250 to 20,000 watts (5 kw shown above). Call your Collins Broadcast Sales Engineer today. □ COLLINS RADIO COMPANY • Cedar Rapids, Iowa • Dallas, Texas • Los Angeles, California • New York, New York • International, Dallas

FIRST WITH

2



# ADVERTISING STANDARDS IN WORKS

## AFA to work with other groups in code development

The Advertising Federation of America approved plans last week to develop and promulgate a nationwide code of advertising standards. At its 59th annual convention in Atlanta last week, AFA adopted a resolution empowering its Advertising Improvement Committee to work with other groups in developing such a code.

Charles Farran, president of Griswold-Eshleman Co., Cleveland, and AFA vice president-board member, is chairman of the improvement committee.

During convention sessions, there was much said about the rising cost to advertisers of getting their messages before the public and the dearth of four-year colleges which offer degrees in advertising. Speaking on the former subject, Art Tatham, board chairman of Tatham-Laird Inc., Chicago, said advertising must carefully consider what rising prices may do to restrict further growth.

"It behooves all of us to be aware of rising costs and to consider where and how the brakes can be applied," Mr. Tatham, who also is board chairman of the American Association of Advertising Agencies, said. Agencies as well as their clients should strive "vigorously and constantly to resist these rising costs and to find economies which will offset them," he said.

Citing TV as an example, Mr. Tatham pointed out that recent commercials have cost as much as \$50,000 and the average TV advertiser is paying 85% more for a filmed minute commercial today than 10 years ago. And, he said, one agency recently calculated that a year's output of commercials which cost \$700,000 to produce required the payment of another \$1.5 million in use fees.

Edward R. Murrow, director of the U. S. Information Agency, hit the recent action of the House of Representatives in chopping \$15 million from USIA's budget request for fiscal 1964. Addressing the AFA convention, he said many USIA programs—vital to the Free World—will have to be curtailed if the cut is not restored. The House approved \$142.7 million, an increase of \$11 million over fiscal 1963.

The agency was granted only \$110,000 for overseas entertainment, he said. "Not infrequently some of that money is used to entertain visiting congressmen who later deny requests for money for entertainment," he charged.

Mr. Murrow said the USIA TV service received \$3.9 million last year and had asked for an additional \$3

million for fiscal 1964. "But instead we received an unsympathetic response and a personnel ceiling . . ." he said.

**Educational Crisis** ■ Lamenting the state of advertising education available in colleges and universities, Mc-Cann-Erickson President Emerson Foote told a panel discussion of the American Academy of Advertising (AAA) that the industry needed to start advertising the advertising business more actively.

He charged that there "is not yet demand enough for advertising courses in American colleges and universities," and that "the biggest problem lies . . . in the disinterest of students in advertising and marketing.

Dr. Royal H. Ray, Florida State University and national dean of AAA (an affiliate of AFA), also decried the lack of advertising students and the decreasing number of schools which offer degrees in advertising. "If you practitioners want education for advertising in American universities, you need to be much more concerned about this than you have ever been before," he warned.

Speaking before the full convention, Dr. Lyndon O. Brown, senior vice president at Dancer-Fitzgerald-Sample, also spoke with concern of an education lag in advertising. "We are far from the goal in which formal education is a requirement for the practice of advertising," he said. "Today the bulk of advertising concerns don't even give much credit to the student who has attempted to prepare himself through advertising courses."

He added, however, that "great strides are being made toward the development of professional training in our universities today."

## Radio TV rep firm changes name to Stone

A change in name of Radio T.V. Representatives Inc. to Stone Representatives Inc. was announced last week by Peggy Stone, president of the station representation company. The change takes effect immediately.

Continuing with the firm are the following officers and personnel of the former company. George Schmidt is vice president in charge of sales and Saul Frischling is treasurer, both operating from the New York office, and Seymour Thomas is vice president and manager of the Chicago office. Stone Representatives also maintains offices in Philadelphia, Boston, Atlanta, Los Angeles, San Francisco, Seattle and Portland, Ore.

## General Foods showcase

General Foods Corp. will sponsor an hour telecast next fall on CBS-TV introducing stars of all the CBS shows in which it will advertise in the coming season. The program, *General Foods Opening Night Special*, will be aired Sept. 23 (9-10 p.m.).

It will feature Lucille Ball, Jack Benny, Garry Moore, Andy Griffith, Danny Thomas and Phil Silvers in a format described as "a satiric book musical." Agency for General Foods is Benton & Bowles.

## Alberto-Culver head notes success in TV

One of TV's most outstanding success stories and the need for innovations and better research in advertising highlighted the 46th annual conference of the American Marketing Association in Washington last week.

In a luncheon address to over 1,000 delegates, Alberto-Culver Co. President Leonard H. Lavin told of the growth in his company since its founding in 1955. "We banked almost entirely on TV and we invest serious funds in the medium," he said. Documenting this, Mr. Lavin said that A-C currently is the number one TV advertiser in the toiletry field and the ninth overall.

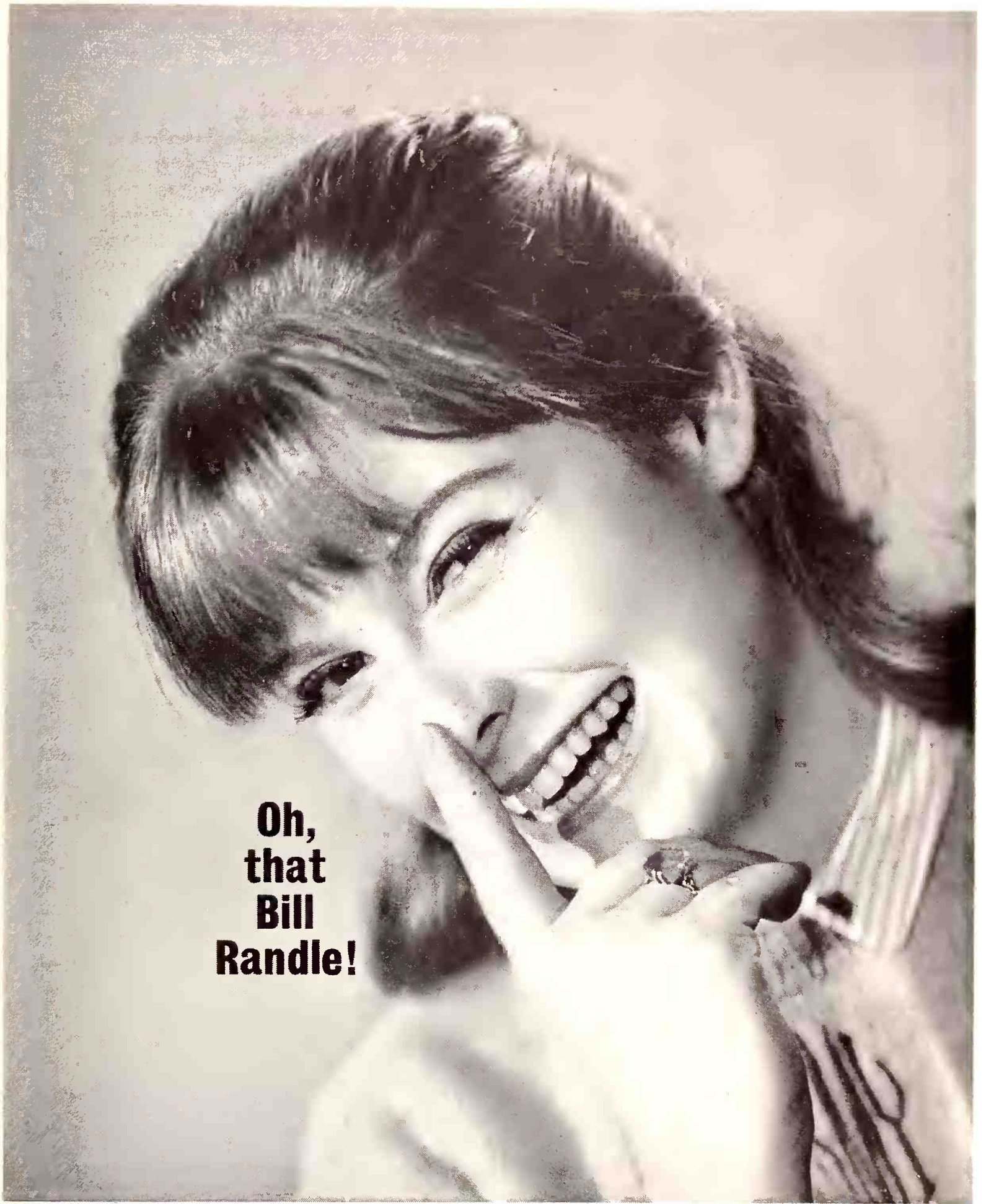
The A-C TV budget for the 1963-64 season will be well over \$30 million, he noted. "We invest heavily in TV because we feel it can be—and thus far has been for us—the most economical medium for advertising mass packaged-goods to a mass audience," the Alberto-Culver head said.

In spite of this, he stated, TV is "indecently expensive." A single word uttered on a network commercial in prime time costs Alberto-Culver about \$330, he said. The toiletry and proprietary drug manufacturer buys only into mass audience programs, he said, and keeps a close tab on every phase of its TV advertising.

"As president of Alberto-Culver, I feel one of my most important functions is to double-check . . ." regularly the entire TV program, he said.

## K&E market guide released

Kenyon & Eckhardt is issuing this week a planning guide to regional and test markets based on U. S. TV coverage areas. Called "Kenyon & Eckhardt Market Guide," it contains key facts and figures on 217 U. S. TV coverage areas, including population and income statistics, media originations, trade factors and distribution information. The \$15 guide also contains a large fold-out for each of 27 Nielsen Index areas.



**Oh,  
that  
Bill  
Randle!**

Susie just *has* to crack up when WCBS Radio's Bill Randle starts his comedy close-ups every weekday morning. Bill's 11:10 to Noon show was a revelation to Susie. Having passed through her rock 'n' roll stage—summer listening seemed to be a real drag until she discovered that WCBS

**WCBS  
RADIO  
880**  
101.1 FM

Radio is a million laughs all morning starting at six a.m. with Jack Sterling, followed at ten by Arthur Godfrey's gang and wrapped up with The Bill Randle Show. Later, at the beach, she'll listen to Yankee Baseball. By Susie's standards, WCBS Radio is a gas. Stuffy? Us?

A CBS OWNED RADIO STATION

# CBS-TV TURNS OUT NEW RATE CARD

## Network folder brings rate changes up to-date

Television advertisers, their agencies and prospective clients of CBS-TV last week received the network's newly designed rate card (No. 16) that incorporates rate and discount changes announced from time to time since the predecessor card was published in April of 1960.

The new CBS-TV rate card shows 159 interconnected stations at an hourly class A rate of \$139,175. Total hourly class A rate based on the combination also of non-interconnected and extended market plan stations is \$142,490 for 192 stations. All figures are as of June 15. Also listed: a Canadian group of 48 stations at \$16,085 and a group made up of Bermuda, Guam, Mexico, Puerto Rico and the Virgin Islands stations at \$750.

Last fall, figures available showed the hourly class A rate for a U. S. network of 200 stations at \$137,745. Comparable figures for years previous: in 1961 a total \$135,130, in 1960 the U. S. network had the combination rate of \$131,195.

The new card is incorporated as a folder. Printed on the inside cover is the rate, discount and sales policy information of a more permanent nature. An inside pocket contains detailed data on the 192 stations making up the network. In addition to station call letters and city, this removable section indicates time zone, channel and the class A hour rate and the effective date of any rate changes.

Revisions of the latter section will be issued every few months, the next insert to be published on Sept. 1.

The following are among the proposed station changes in the class A hourly rate and the effective dates in 1963:

WTEN(TV) Albany from \$1,000 to \$1,150 on Nov. 18; KFDA-TV Amarillo, Tex., from \$300 to \$325 on Dec. 1; WRDW-TV Augusta, Ga., from \$375 to \$425 on Sept. 15; KXMB-TV Bismarck, N. D., from \$80 to \$100 on Sept. 15; KBOI-TV Boise, Idaho, from \$300 to \$325 on Nov. 17; WMT-TV Cedar Rapids, Iowa, from \$875 to \$925 on Oct. 20.

WCHS-TV Charleston, W. Va., from \$950 to \$1,000 on Sept. 15; WBT(TV) Charlotte from \$1,450 to \$1,525 on Dec. 1; K1Z-TV Denver from \$950 to \$1,000 on Sept. 15; WTVY(TV) Dothan, Ala., from \$300 to \$325 on Nov. 4; KXJB-TV Fargo-Valley City, N. D., from \$425 to \$450 on Sept. 1; KREX-TV Grand Junction, Colo., from \$140 to \$175 on Nov. 4; WABG-TV Greenwood, Miss., from \$120 to \$150 on

Oct. 20; WTIC-TV Hartford, Conn., from \$1,900 to \$2,000 on Sept. 15; KHOU-TV Houston from \$1,200 to \$1,300 on Sept. 1.

WDXI-TV Jackson, Tenn., from \$125 to \$150 on Sept. 15; KODE-TV Joplin, Mo., from \$350 to \$375 on Oct. 20; KOTI-TV Klamath Falls, Ore., from \$50 to \$75 on Oct. 6; WKBT(TV) La Crosse, Wis., from \$400 to \$450 on Nov. 4; KOLN-TV Lincoln, Neb., from \$650 to \$725 on Sept. 1; WISC-TV Madison, Wis., from \$650 to \$700 on Oct. 20; WTVJ(TV) Miami from \$1,450 to \$1,500 on Dec. 1; KXMC-TV Minot, N. D., from \$175 to \$200 on Oct. 20.

WLAC-TV Nashville from \$1,025 to \$1,075 on Oct. 6; WWL-TV New Orleans from \$1,050 to \$1,100 on Oct. 6; KDKA-TV Pittsburgh from \$2,500 to \$2,700 on Sept. 1; KXTV(TV) Sacramento, Calif., from \$950 to \$1,000 on Sept. 15; KMOX-TV St. Louis from \$1,900 to \$2,000 on Oct. 6; KSBW-TV Salinas-Monterey, Calif., from \$550 to \$650 on Oct. 20; WSBT-TV South Bend, Ind., from \$450 to \$475 on Sept. 15; WTVT(TV) Tampa, Fla., from \$1,200 to \$1,250 on Dec. 1.

KBTX-TV Bryan, Tex., from \$100 to \$130 on Sept. 1; KXLF-TV Butte from \$275 to \$300 on Nov. 18; KKT(TV) Colorado Springs-Pueblo from \$275 to \$300 on Dec. 1; KDIX-TV Dickinson, N.D., from \$60 to \$75 on Aug. 18; KTVC(TV) Ensign, Kan., from \$100 to \$120 on Sept. 1; WINK-TV Fort Myers, Fla., from \$80 to \$100 on Oct. 20; KAYS-TV Hays, Kan., from \$75 to \$95 on Sept. 15; WHNT-TV Huntsville, Ala., \$50 on joining network Sept. 1; KEYC-TV Mankato, Minn., takes \$150 rate on July 13.

On basis of new rate changes and accounting for known deletions expected, the new rate at yearend for Class A hour on the U.S. network is estimated at \$144,385.

## Business briefly . . .

**Chrysler Corp. and Gillette Safety Razor Co.** will sponsor NBC's radio and color television coverage of the major league All-Star baseball game from Cleveland Tuesday, July 9 (12:45 p.m. EDT). Chrysler's agency is Young & Rubicam; Gillette's agency is Maxon Inc.

**General Foods Corp. and Lever Brothers Co.** will sponsor a 10-week series of situation comedies, *Vacation Playhouse*, on CBS-TV this summer beginning Monday, July 22 (8:30-9 p.m. EDT). The show is described by the network as "showcase productions for possible regular series," with each show

dealing with a different comedy theme. General Foods' agency is Young & Rubicam; Lever Brothers' agency is J. Walter Thompson.

## Rep appointments . . .

■ **WJRZ Newark:** Broadcast Time Sales Inc., New York, as national sales representative, effective immediately.

■ **WYDE Birmingham, Ala., and WAKE Atlanta,** both owned by Basic Communications Inc.: Venard, Torbet & McConnell as national representative, effective July 1.

■ **WPON Pontiac, Mich.:** Gill-Perna Inc., New York, as national representative, effective immediately.

## 'Flair Reports' at 80%; 13 sponsors sign today

ABC Radio says *Flair Reports*, a series of brief news features which will be presented 36 times weekly beginning July 1, is 80% sold out.

The network today announced the signing of 13 sponsors for the series, and ABC Radio President Robert R. Pauley said he expects the show to be near sellout within a month.

Advertisers and their agencies who have bought time on the series are Wm. Wrigley Jr. Co. (Arthur Meyerhoff Associates), Bristol-Myers (Grey Adv.), Ex-Lax Inc. (Warwick & Legler), P. Lorillard Co. (Lennen & Newell), Canada Dry Corp. (J. M. Mathes), Kraft Foods (Needham, Louis & Brorby, Chicago), Pepsi-Cola Co. (BBDO), Sylvania Electric (Kudner), and two divisions of Campbell Soups—beans and V-8 juice—(NL&B, Chicago).

Other advertisers and agencies are Hires Division Beverages International (Fuller & Smith & Ross, Chicago), Florists Telegraph Delivery Association (Campbell-Ewald), Seven-Up Co. (J. Walter Thompson, Chicago), and Rexall Drug Co. (BBDO).

## Publisher buys new CBS plan

William Morrow Co., publisher of *The Shoes of the Fisherman*, a new book by Morris West, last week became the first customer for CBS Radio Spot Sales' new market plan, whereby an advertiser may buy spots on as many as all 10 of the CBS-represented stations in a package deal. According to CBS Radio Spot Sales, the plan is designed to develop "maximum cumulative audiences in each of the markets for the least dollars. He can vary the advertising pressure in the individual market by selecting 15, 25, or 35 announcements per week."



# WROC-TV SCORES AGAIN

## FEBRUARY-MARCH 1963 ARB SHOWS

### 6:30-6:45 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY

WROC-TV	AVERAGE HOMES	>	40,200	67%
Channel B			20,000	33%

### 11-11:15 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY

WROC-TV	AVERAGE HOMES	>	33,500	48.5%
Channel B			21,300	30.8%
Channel C			14,300	20.7%

## OR IF YOU PREFER MARCH 1963 NIELSEN

### 6:30-6:45 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY

WROC-TV	AVERAGE HOMES	>	41,300	59%
Channel B			28,680	41%

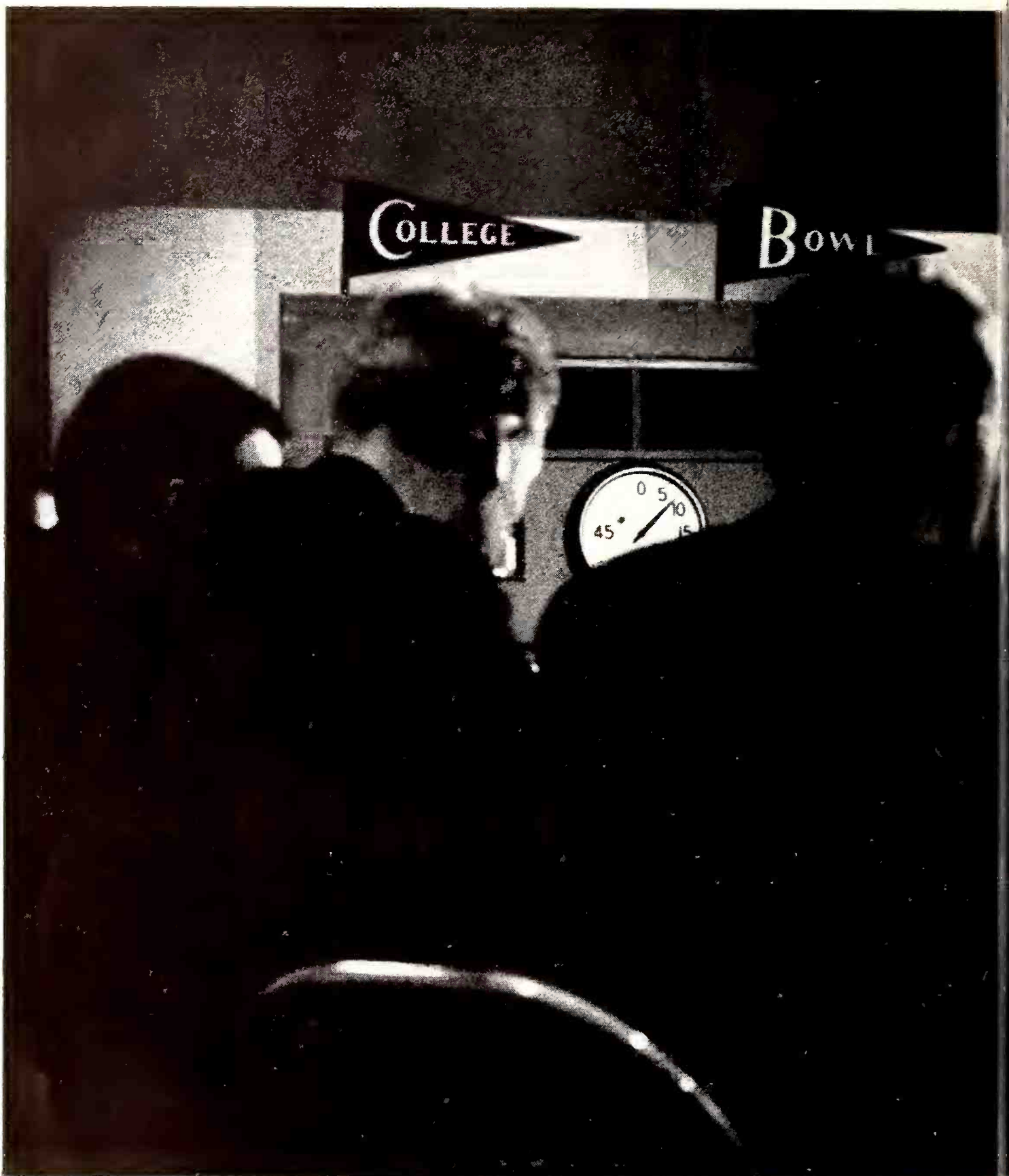
### 11-11:15 P.M. NEWS AND WEATHER MONDAY THROUGH FRIDAY

WROC-TV	AVERAGE HOMES	>	34,300	44.1%
Channel B			31,580	40.6%
Channel C			11,900	15.3%

**BUY THE STATION  
MORE PEOPLE  
WATCH**

Represented by  
Edward Polty & Co. Inc.





## *The Goal Is A Googol*

On "G-E College Bowl" not long ago, a "googol" was correctly identified as "ten raised to the 100th power" (or the numeral one followed by 100 zeros).

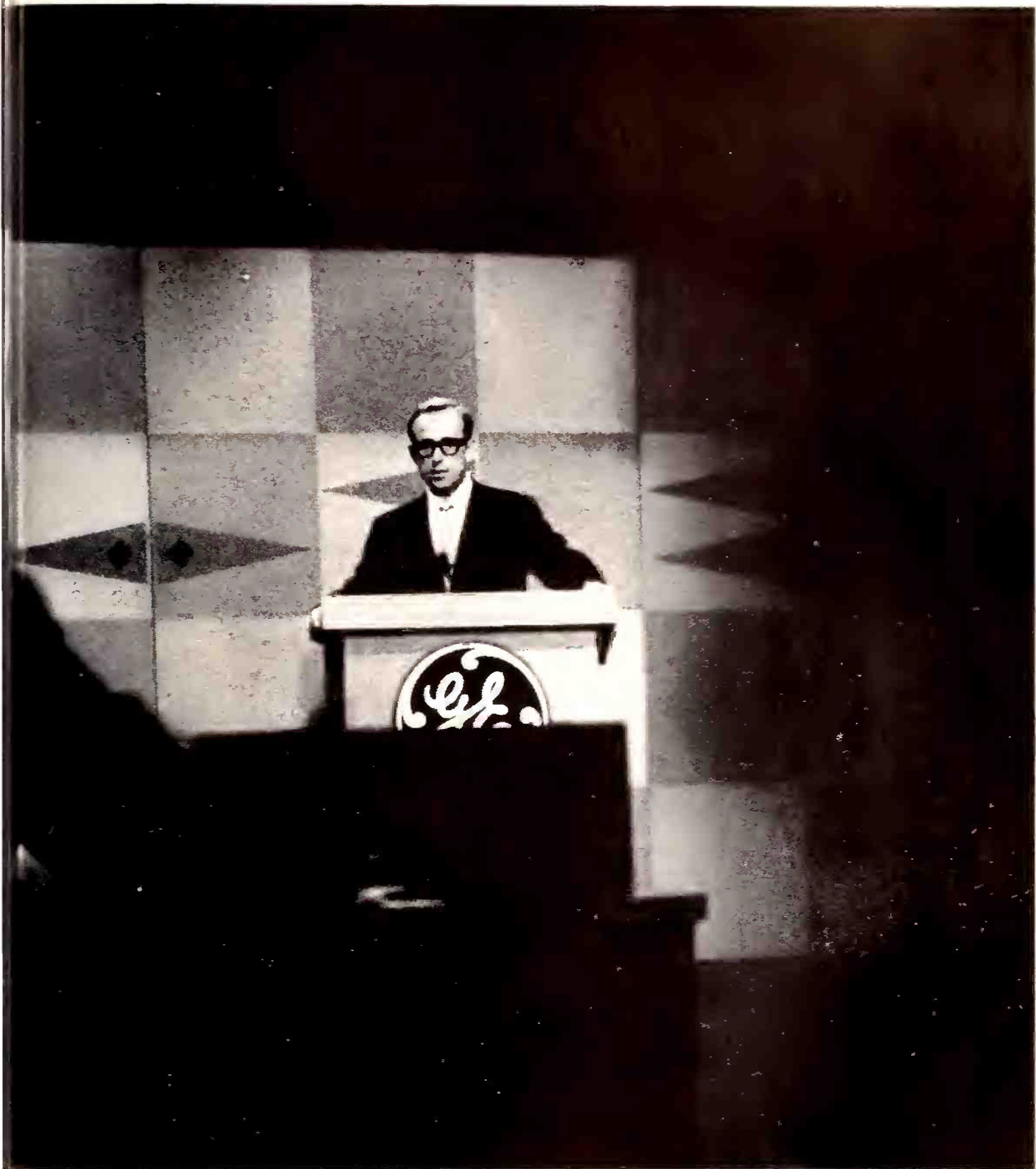
Now, until there are that many people in the world, no television program (not even one of ours) can possibly attract a googol of viewers.

But we do know that when "G-E College Bowl" makes its appearance on NBC-TV in September—as a live, Sunday afternoon color show—its audi-

ence will be not only large but terribly enthusiastic.

Television has never had anything like this lightning-fast question-and-answer battle among college foursomes. No varsity teams (not even racing crews) have ever stirred up such excitement while competing from a sitting position. And just a few weeks ago, the show won an Emmy as "the outstanding program achievement in the field of panel, quiz or audience participation."

The range of information demanded of the two opposing groups each Sunday is flabbergasting:



Did dinosaurs live in the Mesozoic or Cenozoic Age? In baseball—disregarding the pitching situation—what inherent advantage does a left-handed batter have over a right-handed batter? Where is Hadrian's Wall?

That's a small indication of the program's scope. Not incidentally, the schools are vying for something more than fame and glory. Each week's winning college receives a \$1,500 scholarship grant, with \$500 going to the runner-up.

But, for NBC-TV viewers this Fall, "G-E College

Bowl's" chief appeal may well be the *quickness* of the panelists. Since the scoring system encourages interruptions from the youngsters, the moderator is frequently stopped in mid-sentence.

Once, he'd just begun to ask about the quotation, "Men are not equal. Small people are necessary...", when one of the panelists rushed in to correctly attribute the quote to Nietzsche. Quite a feat, we'd say. At that point in the question, it could have been just as tempting to guess P.T. Barnum.



*Look to NBC for the best combination of news, information and entertainment.*

# Henry: throw out inaccurate ratings

## TOUGH REGULATORY STAND PROMISED BEFORE HOUSE SUBCOMMITTEE

The government, which wants broadcasters to voluntarily clean up the ratings mess, said last week that the best way to go about it is to stop using unreliable and inaccurate broadcast research in their promotions and sales presentations.

That was the word from FCC Chairman E. William Henry, who told a House subcommittee Thursday (June 20) how his agency intends to put teeth in its warning that it would punish broadcasters who misuse audience research information.

The FCC and the Federal Trade Commission have both announced they will crack down on improper ratings practices and uses (BROADCASTING, June 17) but until Chairman Henry's appearance before the Special Subcommittee on Investigations little light had been shed on what the agencies intended to do.

He told the subcommittee, whose revelations set off the ratings row earlier this year (BROADCASTING, Feb. 18 et seq), that the FCC will turn over complaints about improper ratings practices to the trade commission for consideration.

But Chairman Henry said the FCC's role will not end with a referral to its sister agency: "We have made it clear

... that the FCC will take into account any findings or orders of the FTC concerning the licensees in determining whether the licensee is operating in the public interest."

Although the FTC itself has not interpreted its June 13 announcement, another FCC witness, Hyman H. Goldin, chief of the FCC research and education division, said the FTC has primary responsibility for enforcement.

With the tough talk about crackdowns, however, came a call from Chairman Henry for self-regulation by broadcasters. "Here as perhaps never before the industry has a chance to prove it can operate in this area with self-regulation," he said.

**Self-regulation** ■ Asked about a self-policing proposal by the National Association of Broadcasters which LeRoy Collins, president, presented to the subcommittee last month (BROADCASTING, May 27), Chairman Henry said it was "on its face a good faith attempt," but he would reserve judgment until he has a chance to "see how it works out."

Too early a government endorsement would be "precipitant," he said, and might be considered a "stamp of approval" which would encourage radio-TV to again rely too heavily on ratings. Meanwhile, the government's action

"will serve two worthwhile purposes," Chairman Henry continued. "First, during the period when the industry is working to improve the ratings services, the notices [of the FCC and FTC] should discourage continued improper use of ratings by broadcast licensees in selling campaigns. Second, by doing so, they should contribute to shortening the period of time taken to improve audience measurement surveys. If the station can no longer use a rating in a selling campaign because of its basic defects, it is not going to contract or pay for such defective ratings.

"Frankly, we can't think of any more direct or effective inducement to the rating services and the broadcasters to put their houses in order," he commented.

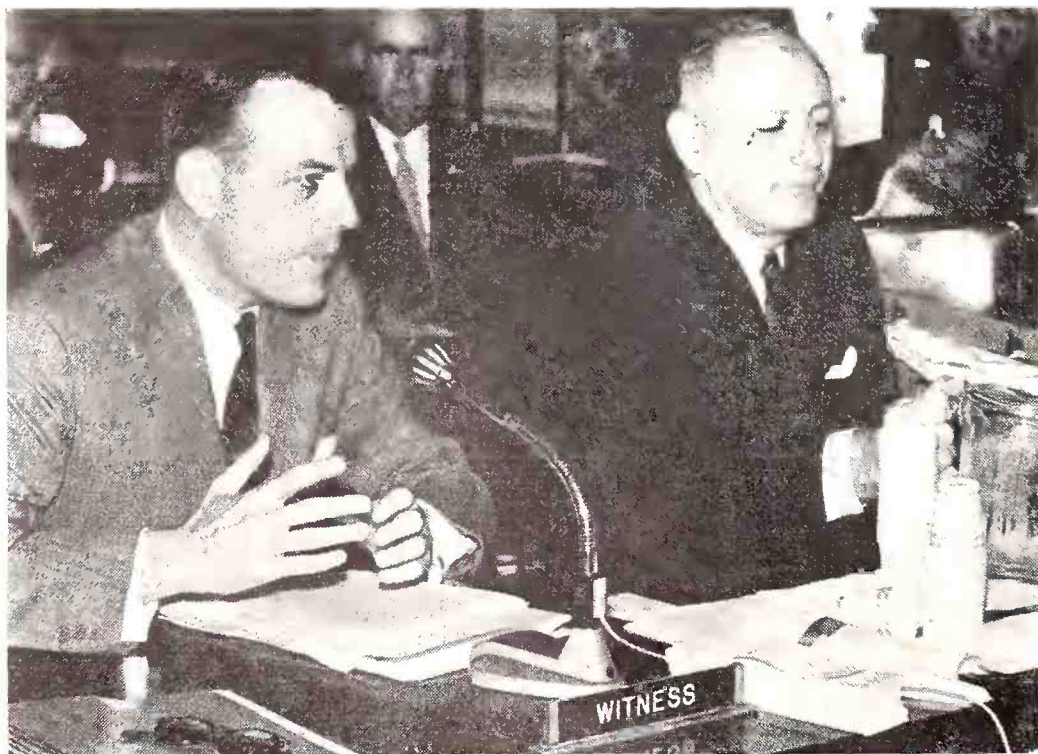
The subcommittee asked what ratings guidelines the FCC had in mind. Chairman Henry said the FCC's approach is an "interim policy" and that it hoped broadcasters could set up their own standards, as the NAB is trying to do. But he said the commission believed a small 250 w radio station, for example, would have "less of a burden" of responsibility than larger operations.

It would not be expected that smaller stations could afford to spend as much for research as larger ones, he added.

**See an Attorney** ■ Chairman Henry suggested it "would be a good idea" for all licensees to request their Washington attorneys to ask research firms what they have done to improve their services. One station, WAME Miami, now is suing two research firms. He recommended broadcasters also ask the FTC for advice. That agency about a year ago started providing advisory opinions on proposed advertising.

"... The licensee must take into account the revelations of these hearings," Chairman Henry said. "He therefore has an obligation to take reasonable precautions to insure that a survey which he uses in an advertising campaign is valid. By that we mean, for example, that it is properly conceived, reasonably free from bias, and has an adequate sample. The licensee is also informed that he has an obligation to act responsibly in the use he makes of the survey. He can't, for example, quote a portion of the survey out of context so as to leave a false and misleading impression of the relative ranking of his station in the market."

Subcommittee staff attorney Robert



FCC Chairman E. William Henry (l) and Hyman H. Goldin, FCC research and education division chief, told the

House Special Subcommittee on Investigations what the FCC plans to do about improper ratings practices.

E. L. Richardson handed a copy of the June 17 issue of BROADCASTING, to Chairman Henry, noting that "about 50" ads which cited ratings reports had been marked in it. It appeared, he said, the FCC had its work cut out.

**Programming** ■ "... Overzealous use and blind adherence to ratings" has had a bad effect on the variety of television and radio programs, Chairman Henry said. Licensees determining program needs of their communities need more than accurate ratings, he said. Quoting from the commission's 1960 statement on programming policy, Chairman Henry said licensees "must find [their] own path with the guidance of those whom the signal is to serve."

Asked whether his testimony reflected the views of his fellow commissioners, Chairman Henry said they all concurred except for Rosel H. Hyde, who agreed on the ratings statements but differed on programming.

The subcommittee asked Chairman Henry to look into two problems. Staff director Charles P. Howze Jr. inquired whether the commission had ever studied the possibility of a correlation between low ratings and the cancellation of network television programs. Chairman Henry said he had the impression cancellations usually followed low ratings, but promised the agency would try to come up with concrete facts.

Representative J. Arthur Younger (R-Calif.) mentioned to the chairman a reported attempt by a Department of Agriculture official to threaten broadcasters who failed to support the Kennedy administration's wheat program with license difficulties. Chairman Henry said he knew nothing of the problem and promised to check into it (see page 90).

**Bashful Chairman** ■ Representative Harris returned to a proposal he made to President Collins last month: that broadcasters try to explain the ratings problems and related broadcasting subjects to their audiences with a public affairs program. He wanted "no part" in the program himself, Representative Harris said. Chairman Henry said he thought the idea was "an excellent suggestion" and would help the public understand the ratings problem.

Although the subcommittee and FCC witnesses referred repeatedly to what the FTC would be doing to help clean up the ratings situation, there was no indication the agency would be called to Capitol Hill to speak for itself.

Chairman Paul Rand Dixon testified in the first week of the subcommittee sessions on ratings (BROADCASTING, March 11), but hasn't been asked to come back and explain the FTC's role now that problems have been exposed.

## Harris asks for cooperation on ratings

Broadcast advertisers and their agencies were asked last week to cooperate in improving the ratings situation by Representative Oren Harris (D-Ark.), who spelled out the possible consequences of non-cooperation.

Representative Harris, chairman of the House Special Subcommittee on Investigations and its parent Commerce Committee, said the collective efforts of broadcasters in the area of ratings reform "cannot be successful unless the sponsors, the advertising agencies, and the ratings services themselves, cooperate in improving the ratings picture."

He delivered the message to a meeting of the Sales Executive Club in New York, attended by a representative broadcaster group including LeRoy Collins, president of the National Association of Broadcasters, and several members of the NAB's audience ratings council which also met in New York last week (see story below).

The specter of "legislation in this area" was raised again by the congressman. He said "such legislation might . . . impose statutory responsibility of disclosing vital facts to broadcasting licensees. For example, the responsibility could be imposed on rating services to disclose the methods used by them in securing rating information and the limita-



Oren Harris

tions with respect to accuracy which are inherent in the rating results."

Representative Harris said he was aware of the divergent interests of broadcasters, advertisers and rating services, but suggested that the interests of each group could best be served by a unified effort for reform.

## RATINGS UNIT UNDERWAY

### New NAB council prepares to check on raters but action delayed on plea for help in RAB study

The newly formed Rating Council started organizing itself last week for the job of drafting minimum criteria and standards for ratings services and establishing a system to audit their performance.

At the same time the research committee of the National Association of Broadcasters, which set up the council, again considered and deferred action on the Radio Advertising Bureau's request that the NAB join in the RAB's separate study of radio measurement methodology.

The committee agreed that the "direction" of the RAB plan has "considerable merit" but unanimously felt that since the plan is still in a formative stage the committee should await further developments before recommending NAB participation, according to Donald M. McGannon of Westinghouse Broadcasting, chairman of the

committee and also of the council.

The NAB and broadcasters generally have long recognized "a serious need" for complete measurement of radio listening, especially to non-plug-in sets, the committee said.

Melvin Goldberg, NAB director of research, and professional members of both the committee and the council were instructed to confer with the RAB and with Audits & Surveys, the independent firm named by RAB to conduct its study. Mr. Goldberg and the professional members are to report back to the research committee on the plan's progress, "looking to the time when specific recommendations and affirmative action can be taken" by the committee.

**Note of Hope** ■ RAB, which for some time has been seeking NAB support, including a \$75,000 investment, said that "we now have some reason to



Meeting last week in New York was the newly formed Rating Council of the National Association of Broadcasters and the council advisers. Attending the two-day session were (seated, l-r) Simon Goldman, WJTN-AM-FM Jamestown, N. Y.; Norman E. Cash, of Television Bureau of Advertising; Leon Arons, of TvB; Hugh M. Beville, NBC, and Miles David, Radio Advertising. Standing (l-r) are Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.; Thomas K. Fisher, CBS; Fred Paxton (in rear), WPSD-TV Paducah, Ky.; Doug Anello (front), National Association of Broadcasters; William Kistler, Association of National Advertisers; Donald H. McGannon, Westing-

house Broadcasting, council chairman; Mel Goldberg, NAB, Howard Bell, NAB; James Schulke of the National Association of FM Broadcasters, and Ben Strouse, WWDC-AM-FM Washington. Also attending the meeting were LeRoy Collins, NAB president; Edward Marshall of the American Association of Advertising Agencies; Bennett Korn, Metropolitan Broadcasting, and Robert Hurligh, Mutual.

Appointed to the council but not attending the New York meetings were Joseph C. Drilling, Crowell-Collier Broadcasting; Frederick C. Houwink, WMAL-AM-FM Washington, and Simon Siegel of ABC.

hope that NAB and RAB are much closer to a merger of efforts than at any time in the past several months. However, we are continuing full speed ahead to develop the study plan. We hope that NAB participation will be forthcoming."

The research committee's vote to defer a recommendation followed a meeting at which Audits & Surveys outlined the plans thus far developed for the RAB study, designed to find ways to measure the complete radio audience.

**Council Committees** ■ The Rating Council meanwhile set up an executive committee consisting of New York members so that the council's work can proceed "continuously" without requiring constant trips by out-of-town members. Mr. McGannon heads the executive committee.

Other members: Hugh M. Beville, NBC; Thomas K. Fisher, CBS; Simon B. Siegel, ABC; Edmund C. Bunker, RAB, and Norman E. Cash, Television Bureau of Advertising. Representatives of the Association of National Advertisers and the American Association of Advertising Agencies, which elected to work with the council in a "liaison" rather than a membership capacity, will also work with the executive group.

The council confirmed the appointment of an audit subcommittee, under Fred Houwink of WMAL-AM-TV Washington, and a criteria and standards

subcommittee under Simon Goldman of WJTN Jamestown, N. Y.

The subcommittees held separate meetings last week, and it was reported unofficially that the audit group voted to recommend — as anticipated — the formation of a nonprofit corporation to supervise the auditing of ratings services. Members expressed hope that arrangements could be made to have the auditing done by an independent organization, rather than by the employees of the corporation.

**Invitation to Raters** ■ Mr. McGannon was authorized by the council to prepare letters to all the ratings services, asking them for formal indication of their willingness to cooperate with the council, supply detailed data on their procedures and submit to audit.

Mr. Beville was named chairman of a working committee to devise a questionnaire for the ratings services. Other members are Leon Arons, TvB; Miles David, RAB, and a representative to be designated for advertising agencies.

**Customer Contacts** ■ Mr. McGannon stressed that the NAB had wanted both the ANA and the AAAA to be represented in the council membership, but that these organizations preferred to work "in liaison," instead.

He emphasized that the council plans to keep the Advertising Research Foundation informed of its work and to make sure that the results of the council's work will reflect advertiser and

agency as well as broadcaster viewpoints.

Mr. McGannon offered these observations after the meeting, in response to newsmen's questions based on statements issued by Barton Cummings of Compton Advertising and Frank Gromer of Foote, Cone & Belding, who had protested the all-broadcaster make-up of the council and called for liaison with ARF (BROADCASTING, June 17).

William Kistler, vice president of ANA, Ed Marshall, assistant vice president of the AAAA, and Bob Sorenson of D'Arcy Advertising, also representing the AAAA, took part in the council sessions, held Monday and Tuesday in New York.

Chairman McGannon and research director Goldberg will report to the NAB boards on Tuesday of this week. They are also ex-officio members of all council committees and subcommittees.

Named to the council's audit subcommittee with chairman Houwink were Ben Strouse, WWDC Washington, who presided over the group's meeting in the absence of Mr. Houwink, Bennett Korn, Metropolitan Broadcasting, and Messrs. Beville, Fisher and Cash.

The criteria subcommittee consists of chairman Goldman and Fred Paxton, WPSD-TV Paducah, Ky., Robert Hurligh, Mutual Broadcasting System; Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.; James Schulke, National Association of FM Broadcasters, and Messrs. Siegel and Bunker.



"HOW  
MANY  
FINGERS ARE  
THERE TO BE  
ON THE  
NUCLEAR

Is the U. S. approaching an era during which we'll have to go it alone in world affairs? Can U. S. self-interest remain compatible indefinitely with that of the European community of nations? Will fateful decisions of tomorrow be made by hardware instead of men?

Not for the light entertainment-minded is "World Accent", KOIN-TV's distinguished program series featuring Dr. Frank Munk, famed scholar and authority on international relations. Dr. Munk, whose own far-ranging influence has helped shape the

pattern of world affairs, shares his experience, his hopes . . . at times his fears . . . with thoughtful viewers throughout KOIN-TV's 34-county area during an enlightening half-hour every other week.

"World Accent" exemplifies KOIN-TV's recognition of television's obligation to the community and to the broadcast industry. Through Dr. Munk and "World Accent", one of America's great influence stations makes another contribution to its region's knowledge and culture.

\* . . . from "Peace By Polaris", a public affairs program in the KOIN-TV "World Accent" series, featuring Dr. Frank Munk. Dr. Munk, an international authority on political science, was for two years senior research fellow in Paris for The Atlantic Institute, which he helped to organize under NATO. He was advisor on intellectual cooperation to Radio Free Europe, in Munich. Famed as an educator in international affairs in both Europe and the U. S., he is now professor of political science at Reed College in Portland, Ore.

# KOIN-TV

One of America's Great Influence Stations

**CHANNEL 6 • PORTLAND, OREGON**

Represented Nationally by Harrington, Righter & Parsons, Inc.

# A week of grappling with big issues

## ON NAB BOARD AGENDAS: CODE CHANGES, RATINGS, INTERNAL POLITICS

Commercial time standards, ratings and the election of a new chairman highlight the agenda as the National Association of Broadcasters' 44-man board of directors begins four days of meetings in Washington tomorrow (Tuesday).

And sure to gain a lion's share of the directors' time will be the restrictions on commercial time in the radio and television codes and the threat of the federal government to embrace these voluntary standards into law.

The radio code board added fuel to the major problem last week by recommending to the parent radio board radical changes in the present time standards based on maximum minutes by time periods. The TV code board already had recommended a change to put the emphasis on percentages rather than minutes (BROADCASTING, June 17).

Other important matters to come before the board this week:

- A plea by the Radio Advertising Bureau for NAB participation in and financial support of the RAB's own "crash" study of radio ratings (see SPECIAL REPORT page 68).

- A recommendation by the NAB's program committee that the association create a program department for the exchange of ideas and materials.

- How to improve liaison and relations with state associations and the possible addition of a staff member to do nothing but deal with state broadcasting groups.

- Editorializing by broadcasting stations and the growing government threat to legislate and regulate in this area. The NAB editorializing committee met in Washington Thursday and strongly condemned any government encroachment on freedom in this area (see page 85).

- The status of Robert D. Swezey, director of the NAB code authority, also will be discussed, individual board members have indicated. Mr. Swezey's two-year contract at \$40,000 annually expires in October, and renewal or the appointment of a new man requires board approval. Mr. Swezey reportedly has given the board no indication of whether he will seek renewal of his contract.

- Election of a combined NAB board chairman to succeed Clair R. McCollough of the Steinman Stations. There are three candidates: William B. Quarton, WMT-TV Cedar Rapids, Iowa, present TV board chairman;

Willard Schroeder, WOOD Grand Rapids, Mich., immediate past radio board chairman, and Henry B. Clay, KTHV (TV) Little Rock, Ark. (see box, page 73). The TV board also will elect a chairman. Ben Strouse, WWDC Washington, was named chairman of the radio board, succeeding Mr. Schroeder, at the NAB convention in April.

**Radio Time Changes** ■ The recommended changes in the commercial time standards of the radio code were reached in Washington last Thursday after an all-day meeting of a three-man subcommittee and a telephone poll of a majority of the full radio code board. In essence, the proposed changes would establish a system of "classifications" of stations, each classification allowed a different maximum on the amount of commercials.

Various classifications of standards would be set up in the code, and a station then could subscribe to the classification of its choice. There would be no restriction as to market size or station power. Theoretically, a 250 w daytimer could subscribe to the highest classification and a 50 kw clear channel outlet could select the most relaxed standard.

The proposed amendment to the ra-

### Collins Europe bound

LeRoy Collins, president of the National Association of Broadcasters, will leave this Friday for a one-month trip to the British Isles (CLOSED CIRCUIT, May 27). He will depart from New York on the America and will return on or about Aug. 1 on the Queen Elizabeth.

Governor Collins will be leaving as the NAB Board of Directors is winding up a week-long meeting in Washington. The board may hold an unusual night session this Thursday if needed before the NAB president leaves Washington.

In England Governor Collins will participate in a July 5-8 conference of the Dichtley Foundation for the study of Anglo-American relations in Enstone, Oxfordshire. Mrs. Collins will accompany the governor and the trip will be combined with their vacation.

dio code was submitted by Mr. Swezey to the subcommittee meeting Thursday. Members of the group include Lee Fondren, KLZ Denver; Robert L. Pratt, KGGF Coffeyville, Kan., and Herbert L. Krueger, WTAG Worcester, Mass.

The full radio code board met late last month and, although it rejected a quantitative measure on the number of commercials, it tabled all proposals to amend at that time (BROADCASTING, June 3).

Mr. Swezey worked up his proposal since that meeting and called the subcommittee together for further considerations last week.

In a memorandum dated June 13 on the radio code board meeting to the 1,830 subscribers, the NAB code authority informed subscribers the board was of the opinion that "no change in the time standards is advisable at this time."

The radio board also will be asked to consider other minor changes in the code dealing with religious programming and disparagement of competitive products.

**Proposed TV Changes** ■ The TV code board, which met two weeks ago in New York, recommended that the present maximums on commercial limits be scrapped in favor of a percentage limitation. The full TV board will be asked to adopt the following new language on time standards:

"The maximum total time to be devoted to advertising copy shall not exceed 20% of any broadcast day; provided, however, that no less than 70% of any hour shall be devoted to program material. Non-program material in prime evening time shall not exceed 17.2% of any hour.

"Prime evening hours are defined as any continuous period of not less than three evening hours per broadcast day as designated by the licensee. Non-program material is defined as advertising copy, billboards, public service announcements and promotion announcements for other programs."

The above language would replace paragraphs 1, 2 and 3 of Section XIV of the present TV code on time standards. These paragraphs provide that commercial material in prime time may not exceed 4 minutes in any 30-minute period plus a station break of 70 seconds and 6 minutes of commercials plus station break in a 30-minute non-prime time period.

The code now prohibits more than



three announcements in succession while the proposed change would delete this provision. There now are 409 TV station code subscribers.

The board session will get underway tomorrow morning with an orientation session for the seven new radio board members and three new members of the TV board. The radio board has 29 members and the TV board 15, increased by one at the 1963 convention. Chairman McCollough is not presently a member of either board, his term as a board member having expired in April and he was not eligible for re-election under the two term restriction in the by-laws.

A meeting of the combined boards (to include the election) is scheduled tomorrow afternoon. Wednesday, the TV board will meet with radio board members having an off-day. This will be reversed Thursday with the radio board meeting and a session of the combined boards is scheduled Friday. All meetings will be held in the Statler Hilton Hotel, Washington.

The NAB membership committee will meet at noon Tuesday.

## NCAB to protest rule on commercial limits

The North Carolina Association of Broadcasters joined their cousins from Georgia last week and announced plans to descend bodily on Washington in protest of the FCC's move to place a limit on broadcast advertising.

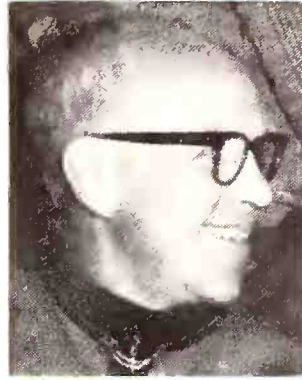
At its convention in Durham last week, NCAB adopted a resolution urging the 48 other states to send delegations to Washington within the next month in a similar protest. Copies of the resolution were sent to all state broadcasters associations, according to G. C. (Jac) Starnes, WBAG Burlington and NCAB president.

Mr. Starnes said that North Carolina broadcasters, in a "Calling on Congress" crusade, would come to Washington in the near future and urge all members of the North Carolina delegation to actively oppose the FCC rule-making.

Ten days ago the Georgia Association of Broadcasters had announced plans for a similar "Flying Mission" to Washington on July 9 (BROADCASTING, June 17).

In another attack on the FCC rule-making, KRUX Phoenix urged business and civic leaders and listeners to write members of Congress and the FCC in protest of what the station called "censorship by intimidation." KRUX has broadcast a series of editorials on the subject and General Manager George Lasley said response by the public has

## Hot race for NAB board chairmanship



Mr. Schroeder



Mr. Clay



Mr. Quarton

Activities in and around the Statler Hilton Hotel in Washington may resemble a small-scale political convention today (Monday) and tomorrow as the National Association of Broadcasters has its first contested election of a new board chairman in its history.

With the 29 radio board members and 15 TV board members gathering in Washington over the weekend for five days of meetings, there were three announced and aspiring candidates for the post of chairman of the joint boards to succeed Clair R. McCollough of the Steinman Stations. Listed alphabetically they are Henry T. Clay, KTHV(TV) Little Rock, Ark.; William B. Quarton, WMT-TV Cedar Rapids, Iowa (present chairman of the TV board), and Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich. (immediate past chairman of the radio board).

All three have been actively campaigning on their own behalf and their friends have been lining up votes for them. Other board members have received letters soliciting support from Messrs. Quarton and Schroeder personally while Mr. Clay's supporters also have been active on his behalf.

The election of a board chairman will take place either tomorrow afternoon or Friday, when combined sessions of the radio and TV boards are scheduled. Under the NAB by-laws, it takes a three-fourths vote of the board to elect a new chairman.

**One Radio, Two TV** ■ Mr. Schroeder was just elected to a new two-year term on the radio board while the terms of both Messrs. Clay

and Quarton on the TV board expire at the 1964 NAB convention. The board chairman will be elected for a one-year term and he is prohibited by the association's by-laws from serving as the chairman for more than two consecutive one-year terms.

There has been some speculation that none of the three avowed candidates will secure the required number of votes for election and that a "dark-horse" compromise candidate might be elected in case a deadlock develops.

Mr. McCollough has served two terms as chairman, having been elected in 1961 to succeed the late Harold Fellows. Mr. Fellows served concurrently as NAB president and board chairman. He had succeeded Justin Miller as NAB president in June 1951, and Mr. Miller continued to serve for a time as board chairman.

**Radio-TV chairmen** ■ The TV board also is scheduled to elect a chairman and vice chairman during the meetings this week. It is understood that Mr. Quarton plans to stand for reelection as TV board chairman if he loses out for the higher post. James D. Russell, KKT(TV) Colorado Springs and currently TV vice chairman, also is understood to be seeking the TV board chairmanship.

Ben Strouse, WWDC Washington, was elected radio board chairman during the NAB convention 10 weeks ago (BROADCASTING, April 8). He had served as vice chairman during 1962. Richard Chapin, KFOR Lincoln, Neb., succeeded Mr. Strouse as vice chairman.

been "enthusiastic." An official of the National Association of Broadcasters said that, as far as the NAB knows, no other stations to date have taken such an editorial position in broadcasts.

**Formal Comment** ■ The Oklahoma Broadcasters Association last week lodged formal opposition to the pro-

posed rulemaking. OBA's three-angled attack asked the FCC what it would do if the NAB should change its code regulations (see story opposite page), and if the code has such high standards, perhaps the FCC should have "an eye to further rules based thereon."

The association also warned the agen-

cy against getting involved in the competitive status of stations in a market. The public should decide this question, OBA said. It is a useless labor for the commission to try to establish definite public interest standards, the association said. It also pointed out the varied nature of the different classes of service and markets.

OBA urged that in "the unlikely event that the commission adopts these proposed rules," it should provide simple waiver procedures.

## Collins to FCC: drop commercial rule

Broadcasting's self-regulatory codes will assume "ever-greater strength and effectiveness" if permitted to develop without government interference, LeRoy Collins, president of the National Association of Broadcasters, said last week.

Addressing the Florida Association of Broadcasters, the former governor of that state called on the FCC to withdraw its rulemaking which would adopt as federal fiat the time standards contained in the NAB radio and TV codes. "This is a most serious threat," he said. "If we lose this battle the cause of free broadcasting will be irreparably crippled."

Governor Collins also attacked current congressional efforts to encroach upon the broadcaster's freedom to editorialize in a strong attack on current government regulatory trends.

He said the NAB's codes are not defensive maneuvers but affirmative efforts of self-regulation in response to the broadcaster's own sense of right and duty. "If the government should regulate the amount of time that may be devoted to advertising, this will be only a brief step away from the fixing of charges for that advertising," Governor Collins charged.

There is no void in the area of broadcaster self-regulation today, he said, as some sponsors of government control charge. "Some critics choose to ignore the codes' many accomplishments in improving program and advertising standards," he said.

**NAB Disturbed** ■ Governor Collins said that the NAB is disturbed by the reactions of some members of Congress who view with alarm the growing practice of broadcast editorializing. This is prompted, he said, by a lack of understanding.

He said the NAB was "astounded" when Representative John Moss (D-Calif.) last week introduced a bill applying equal time provisions to editorials as well as political broadcasts (see page xx). "If this proposal should become law, it would seriously discourage—if not eliminate political editorializ-

### Please, shut us off

Loudspeakers in 29 fire stations in Oneida county, N. Y., began to pour out a radio station's programing late last month. On checking the Mutual Aid Fire Department found that the unwitting culprit was WRUN Utica.

A department employe had inadvertently switched Mutual Aid's loudspeaker system onto WRUN. Unable to locate the person responsible for the switching, Mutual Aid called the station and asked for a broadcast of an appeal to free the system. It worked.

ing," he said. "The Moss proposal is grossly unrealistic and reactionary."

FCC Commissioner Robert T. Bartley, also speaking at the FAB convention, deplored the lack of affiliates' influence over network programing. "If affiliates cannot exercise their rights, there will be more and more demands for federal control of networks," the commissioner said. The commission, he said, is just as capable of programing for the nation as are the networks—but it should be up to the local stations and not the networks to chose programing.

Commissioner Bartley reviewed FCC progress in developing new TV program reporting forms and said much of the problem will be solved when these new forms are in use. The required licensee surveys of local needs will give affiliates an effective "hammer" in dealing with networks, he said.

Other speakers at the Florida convention included Florida Governor Farris Bryant; Jack Thayer, vice president-general manager of WHK-AM-FM Cleveland; Harold Krelstein, Plough Broadcasting Inc.; Ed Bunker, president of Radio Advertising Bureau; Arthur Gilbert, FCC field engineer; Michael J. Minahan, Radio Press International, and Washington communications lawyers Robert Heald (Spearman and Robertson) and Tom Wall (Dow, Lohnes and Albertson).

Held in conjunction with the FAB convention was a meeting of the southeastern State Industry Advisory Committee.

## ABC-TV to give fall lineup full support

ABC-TV will have the largest promotion, advertising, publicity and exploitation in the network's history to support its new program lineup for 1963-64, Thomas W. Moore, president, told the managers of ABC-TV's primary affiliated stations last Monday (June 17) in

Hollywood. The station managers, along with their promotion managers, were in Hollywood Monday-Wednesday to see the new ABC-TV programs and discuss their promotion.

Julius Barnathan, ABC vice president and general manager of the TV network, told the promotion men that ABC-TV will give the stations more support than ever before in the new season and promised that the network would work closely with its affiliates in their combined promotions of the new schedule.

On Tuesday both groups were addressed by the producers and stars of some of the new shows in the fall lineup. Henry Kaiser also addressed both groups, speaking in the dual capacity of owner of ABC-TV's affiliate in Honolulu, KHVH-TV, and as sponsor of a new ABC-TV program, *The Greatest Show on Earth*.

The meetings concluded Wednesday with a meeting of the ABC-TV affiliates board of governors for some station managers, while the promotion men concluded their three-day shirtsleeves workshop with visits to the Hollywood studios where many of the new ABC-TV shows are now in production.

## 40 stations sign with Ohland/Robeck

A new station representation firm, Ohland/Robeck Inc., has been formed in New York. The new company's station list, according to its principals, is composed of 40 radio outlets, nearly half of them FM-only stations. Its headquarters will be at 230 Park Avenue and it will have field offices in Chicago, San Francisco, Detroit and Cleveland.

Company principals Otto A. Ohland, president, and Peter M. Robeck, vice president, said last week the stations represented are "united" by a common programing philosophy appealing to special interests in the United States' so-called mass "culture market."

Mr. Ohland was formerly associated with the John Blair Co., station representative, for more than 12 years, and Mr. Robeck heads the Peter M. Robeck & Co., a TV production and distribution company.

In announcing the new firm, Mr. Ohland cited a 32-market survey of the audience available to "good music" stations. He said the survey shows O/R-represented stations in the position of providing "the most direct avenue to a concentrated market of buyers whose level of incomes is 4½-times higher than the average United States population and markedly higher than all of the top selective and serious magazines."

The new rep firm, he said, is nego-



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you've got variety with the accent on fun. As the syndication list grows, "The Steve Allen Show" has begun to top late-night viewing in major city

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tiating with other "key" good music stations and has as a target, representation in all of the top 50 markets.

Albany-Troy-Schenectady, WFLY(FM); Baltimore, WFMM-FM; Binghamton, N. Y., WKOP-FM; Birmingham, Ala., WSFM(FM); Elmwood Park, Ill., WXFM(FM); Cincinnati, WKRC-FM; Cleveland, WCLV(FM); Columbus, Ohio, WTVN-FM; Corning, N. Y., WCLI-FM; Kettering, Ohio, WKET-FM; Denver, KFML-FM; Detroit, WDTM(FM); Greensboro, N. C., WQMG(FM); Houston, KRBE(FM); Indianapolis, WFBM-FM; Itaca, N. Y., WVBR-FM; Jamestown, N. Y., WJTN-FM; Kansas City, Mo., KCMO-FM; Los Angeles, KFMM(FM); Miami, WWPB-FM.

Milwaukee, WFMR(FM); Minneapolis, WLOL-FM; New Orleans, WWMT(FM); Norfolk, Va., WRVC(FM); Philadelphia, WFIL(FM); Phoenix, Ariz., KEPI(FM); Braddock, Pa., WLOA-FM; Portland, Ore., KPFF(FM); Providence, R. I., WXCN(FM); Roanoke, Va., WSLF-FM; Rochester, N. Y., WROC-FM; San Diego, KOGO-FM; San Francisco, KDFC(FM); Seattle, KLSN(FM); Syracuse, N. Y., WSYR-FM; Tampa, Fla., WTCX(FM); Tucson, Ariz., KSOM-FM; Utica, N. Y., WRUN-FM; Washington, WASH(FM); Worcester, Mass., WTAG-FM.

## Bomar Lowrance to rep 9 SSR stations

Select Stations Representatives, New York, announced last week conclusion of an agreement whereby nine of its stations will be represented regionally in three markets by Bomar Lowrance & Associates, Atlanta.

Bomar Lowrance will represent eight of the stations effective July 1 in Atlanta, Dallas and St. Louis: WITH-AM-

FM Baltimore; WLEE Richmond, Va.; WXEX-TV Richmond-Petersburg, Va.; WHTN-TV Huntington, W. Va.; WHIS-AM-TV Bluefield, W. Va.; and KTTS-AM-FM-TV Springfield, Mo. A ninth station—WUSN-TV Charleston, S. C.—will be represented by Bomar Lowrance in the same three markets effective Sept. 1.

## Young are impressed by TV believability

Young adults choose television by a margin of almost 2 to 1 over newspapers in naming their "most believable" source of news, Roy Danish, director of the Television Information Office, reported last week.

He told the ABC-TV affiliates' promotion meeting in Los Angeles that this finding emphasizes the importance of television to advertisers with products to sell to young adult audiences.

The statistic, Mr. Danish said, is part of a new breakdown of findings from a survey made by Elmo Roper & Associates in 1961 which showed that 39% of all ages named television and 24% named newspapers when asked which source they would believe in case of conflicting reports.

The new breakdown, by age groups, showed that TV consistently outranked

newspapers in believability, but by larger margins in the younger groups.

Among young adults (21-34 age group) 46% voted for TV to 24% for newspapers. In the 35-49 age bracket it was 39% for TV and 23% for newspapers, and in the 50-and-over group it was 32% for TV, 25% for newspapers.

In the "least believable" category, 28% of all age groups named newspapers to 7% for television. In the 21-34 group 32% considered newspapers "least believable" while 5% named TV. In the 35-49 age bracket, 28% named newspapers, 6% TV; and in the 50-plus group 25% named newspapers, 9% TV.

Mr. Danish cited the Roper findings as an example of facts available from TIO that can be used by stations in sales promotion presentations as well as in general community activities.

He spoke Tuesday at the ABC-TV promotion sessions held Sunday through Wednesday. He and Carl Burkland, TIO general manager, also were scheduled to appear at NBC-TV regional promotion meetings late last week and this week in New York, New Orleans, Chicago and San Francisco.

## Bi-racial study plan faces Md.-D.C.

A resolution proposing that a "bi-racial committee of broadcasters study ways and means of how we can better serve our communities" is scheduled to be introduced Friday (June 28) at the Maryland-D. C. Broadcasters Association annual convention in Ocean City, Md.

Thomas S. Carr, vice president of the association and vice president and general manager of WBAL Baltimore, said he would offer the resolution from the floor during the three-day convention.

The resolution concept followed a meeting, June 16 at WBAL, of more than 60 representatives of radio, TV and newspapers in the Maryland-D. C. area. The meeting, suggested by the WBAL-AM-FM-TV news department, had been called for a discussion of the news reporting of racial conflicts on Maryland's Eastern Shore.

While media representatives, including those from Negro newspapers and radio stations, agreed that coverage of the racial disturbances had been generally fair and accurate, there was general agreement that too much emphasis on "bulletin" items and "flash" reporting would do more harm than good in the tense areas.

The delegates felt that additional news exploratory sessions should be planned to deal with other matters of general interest to all media.

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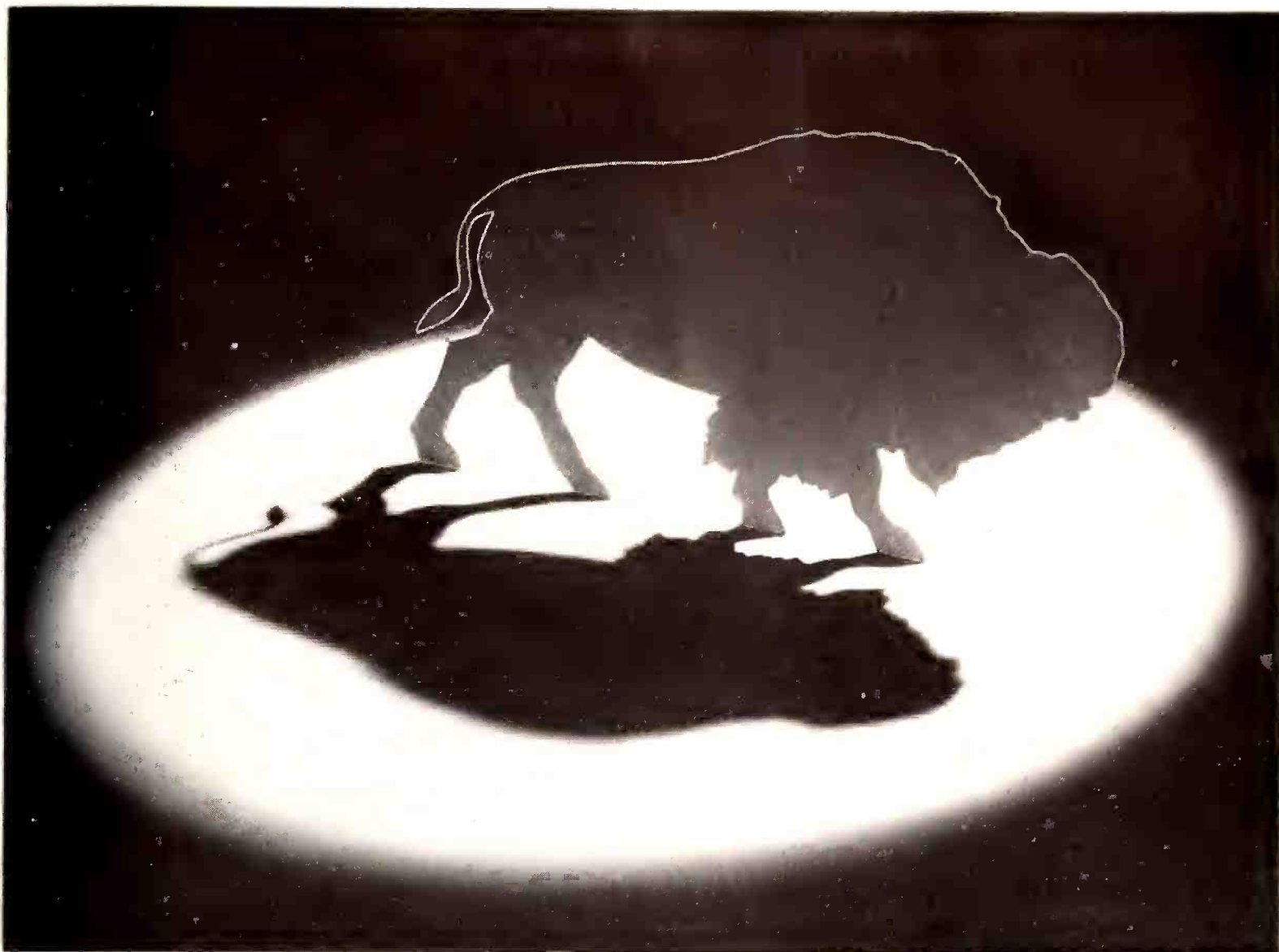
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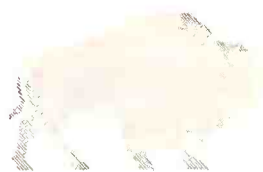
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# Mary Pickford loses claim against WSJS-TV

## ATTORNEY PLANS APPEAL OF SUPERIOR COURT DECISION

Act three of the lengthy legal battle between Piedmont Publishing Corp. and Mary Pickford came to an end Tuesday (June 18) in Los Angeles Superior Court, where it had begun 57 days earlier (BROADCASTING, April 29 et seq.).

Conclusion came with a ruling by Judge Bayard Rhone dismissing Miss Pickford's petition for a larger payment for her one-third interest in WSJS-TV Winston-Salem, N. C., than that awarded her in the same court four years ago. Harned Pettus Hoose, counsel for Miss Pickford, said he would appeal the decision.

The prologue to this courtroom drama took place in 1953, when Miss Pickford and Piedmont agreed to merge their competing applications for a TV grant in Winston-Salem, where Piedmont already owned WSJS-AM-FM. Part of their agreement was an option for Piedmont to purchase Miss Pickford's interest in WSJS-TV under a formula spelled out in the agreement. On April 30, 1956, Piedmont attempted to exercise its option, but Miss Pickford refused to comply and the parties found

themselves in Los Angeles Superior Court.

**Piedmont Upheld** ■ Some 50 court days later, on May 25, 1959, Judge John Ford upheld Piedmont's right to purchase Miss Pickford's interest in WSJS-TV (part of which she had assigned to her husband, Charles [Buddy] Rogers). Judge Ford also applied the formula in the agreement and determined that Miss Pickford was entitled to \$133,243.95 as a return for her \$50,000 investment. This decision was appealed on the ground that the price adjudicated by Judge Ford represented only the book value of Miss Pickford's interest and did not include the goodwill which is part of the value of any going business.

In the appeals court Miss Pickford's contention was upheld and the case remanded to the Superior Court for re-evaluation of WSJS-TV as of April 30, 1956, including goodwill.

For the past eight weeks, Judge Rhone has listened to argument by opposing counsel—Mr. Hoose for Miss Pickford, Sherman Welpton for Piedmont—and testimony from expert wit-

nesses. Among the witnesses were Harold Essex, vice president of Piedmont and general manager of the WSJS stations and W. K. Hoyt, former president-publisher of Piedmont, now retired, as well as a number of professional appraisers whose evaluation of a fair price for WSJS-TV on the date in question varied from about \$1 million from Piedmont's witnesses to three times that figure from those called on behalf of Miss Pickford.

Judge Rhone accepted the evaluation of John Alden Grimes, veteran appraiser who was Piedmont's first witness (BROADCASTING, May 6), of \$1.1 million as probably the most accurate. Subtracting a longterm debt of \$660,000, Judge Rhone said, would leave a value of \$440,000 for the property. One-third of this would be \$146,666.67, representing Miss Pickford's share. As she had already been awarded \$133,243.95 for the tangible assets of WSJS-TV, she would be entitled to an additional \$13,422.72 if this formula were to be applied.

However, Judge Rhone stated, the agreement between her and Piedmont "left nothing to chance" in establishing the formula for the sale of her interest and to his mind it covered intangibles like goodwill as well as tangible assets. "This court does not have the authority to rewrite the contract," he said, awarding the verdict to Piedmont and dismissing Miss Pickford's contention that she is entitled to anything beyond the sum originally set by Judge Ford.

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## Changing hands . . .

**ANNOUNCED** ■ *The following sale of station interests was reported last week subject to FCC approval:*

■ **WKNY** Kingston, N. Y.: Sold by Joseph J. Close to William H. Rich and Alastair B. Martin, principal owners of the Regional Broadcaster group, for approximately \$200,000 in cash. Broker: Blackburn & Co. (corrected item).

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 106).*

■ **KENO** Las Vegas: Sold by Maxwell Hurst and associates to VRA Enterprises Inc. for \$275,000. VRA Enterprises is headed by M. D. Buchen who is president of KNEZ Lompoc and KAVR Apple Valley. Other VRA Enterprises stockholders have varying interests in those two stations. KENO operates full-time on 1460 kc with 1 kw.

■ **WKMF** Flint, Mich.: Sold by estate of Fred A. Knorr to John J. Carroll and others for \$250,000. Buying group is composed of local businessmen.

WKMF is fulltime on 1470 kc with 5 kw day and 1 kw night.

■ KAVE-AM-TV Carlsbad, N. M.: Sold by estate of Edward P. Talbott and others to John Deme for \$168,000 and agreement not to compete. Mr. Deme owns WINF Manchester, Conn. KAVE is a 250 w fulltimer on 1240 kc; KAVE-TV operates on ch. 6 with 11.7 kw. Commissioner Kenneth A. Cox dissented.

■ WNBE-TV New Bern, N. C.: 50% sold by Nathan Frank, 100% owner, to Harold H. and Meredith S. Thoms for \$60,000. Thoms interests include WISE-TV Asheville, WCOG Greensboro, WKLM Wilmington and WAYS Charlotte, all North Carolina, and WEAM Arlington, Va. Mr. Frank owns WHNC-AM-FM Henderson and WCNF Weldon, both North Carolina. WNBE-TV went on the air in November 1962 on channel 12, and is affiliated with ABC.

## Taft electing directors at stockholders meeting

The annual stockholders meeting of Taft Broadcasting Co. will be held July 9 in Cincinnati to elect directors.

In the proxy statement sent to stockholders, aggregate remuneration of top officers (those receiving \$30,000 a year or more) for the fiscal year ended March 31 disclosed that Hulbert Taft Jr., chairman and president, received \$52,819; Lawrence H. Rogers II, executive vice president, \$42,391, and Kenneth W. Church, vice president (sales), who retired June 1, \$57,222. Messrs. Taft and Church also received \$8,308 and \$8,485 set aside under the profit sharing retirement plan, respectively.

## Fraud charged in stock transfer at KYFM(FM)

The chief engineer of an FM station has accused principals of his station of fraud. Harold N. Rainey, who identified himself as chief engineer and 35% owner of KYFM(FM) Oklahoma City, charged that he was induced to transfer his stock by Eugene Rogers and that this stock eventually found its way into the possession of Cleeta John Rogers, the brother of Eugene. Mr. Rainey asked the state district court to nullify the transfer and to restrain Cleeta John Rogers from taking control of the station.

The FCC on May 16 approved the transfer of control of KYFM from Bernard Groven and James E. McCarty to American Preferred Life Insurance Co. Mr. Rainey objected to this transfer, but the FCC denied his petition for a hearing on the grounds that the transfer of stock from Mr.

## Banned from buses

The Baltimore City Council last week eliminated at least one minor element of that market's out-of-home radio audience by a unanimous vote to ban the playing of radios on mass transit vehicles.

The ordinance was pushed hardest by an irate councilman who objected to teen-agers with blaring transistor radios on city buses. The councilman brought two transistors to the meeting to prove his point.

Rainey to Cleeta John Rogers occurred on the assumption of corporate liabilities and relief of personal liabilities and that he (Mr. Rainey) had been represented by counsel at the time the assignment of stock took place.

## Media notes . . .

**Storm for WRVM** ■ Storm Advertising Inc., Rochester, N. Y., has been appointed agency for WRVM in that city. Storm will handle all consumer and trade advertising and will create special

promotions for the station. Storm is currently boosting WRVM via a billboard and bus card campaign.

**Illinois breakthrough** ■ Partial breakthrough in permission to cover the Illinois House of Representatives was achieved last week when the house permitted WTAX Springfield to cover live its Tuesday evening session. The Illinois Broadcasters Association commended House Speaker John W. Lewis Jr. and said it is hoped future live coverage requests also will be approved.

**KTLA names Recht** ■ Recht & Co., Beverly Hills, Calif., has been appointed by KTLA(TV) Los Angeles to handle all future advertising. Plans are still in the formative stage, Recht said, but trade publications, newspapers and other media will be used. Burt Wendland will serve as KTLA account executive.

## New ABC outlet in Worcester

WAAB Worcester, Mass., will join the ABC radio network effective July 1. The station, owned and operated by Waterman Broadcasting Corp., has been affiliated with NBC radio and the Yankee network. It will end its association with NBC but plans to continue carrying some Yankee programming.

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# FCC takes a beating at budget hearing

## REPUBLICANS FIRE AT HENRY ON OMAHA HEARING, NEW POLICIES

FCC Chairman E. William Henry's maiden appearance as the agency's official representative to a congressional hearing was no honeymoon.

Two Republican senators used the opportunity last week—an FCC budget hearing before the Senate Independent Offices Subcommittee on appropriations—to blast Chairman Henry and the Commission for this year's local program hearing in Omaha and for what they believe the agency's policies have done to television in the past two years.

By the time Chairman Henry was excused from the session Tuesday (June 18) he'd had to again defend Omaha (he conducted that hearing) and explain just why the FCC will need \$16.5 million to run itself in fiscal 1964.

The commission's schedule of fees also was criticized and so was its intention to incorporate by rulemaking the commercial time limitations recommended by the voluntary code of the National Association of Broadcasters.

The FCC may be called back for another budget session, explained Senator Warren G. Magnuson (D-Wash.), subcommittee chairman and chairman of the Senate Commerce Committee. Last week's hearing had been held in an effort to speed up the 1964 agency appropriations which have been blocked in the House because authorizations for the space agency are still tied up (CLOSED CIRCUIT, May 20). Senator Magnuson said his subcommittee was going ahead

### No funds no trip

A weekend in Florida for two key FCC staff members was canceled last week because the agency is out of travel money—at least for those below the commissioner level.

Bill Ray, chief of Compliance & Compliance, and Renewal Chief Bob Rawson were scheduled to participate in the Florida Association of Broadcasters' convention last Thursday-Saturday (June 20-22). However, their trip was canceled because of a shortage of travel funds for fiscal 1963, which ends June 30.

Commissioner Robert T. Bartley spoke in Florida as scheduled (see page 74) and Commissioner Frederick W. Ford addressed the Virginia broadcasters last week (see page 88). Following ex parte disclosures in 1958, FCC personnel stopped traveling to industry functions at the expense of broadcasters.

with hearings anyway, but expected it might be necessary to recall some witnesses once the House completes its work.

**First Came Allott** ■ Senator Gordon Allott (R-Colo.) jumped on the programming issue first. "I think the overall quality [of television] under this dynamic leadership of your predecessor [Newton N. Minow] has completely torn the insides out of good programming," Senator Allott said.

Mr. Minow's policies brought on a "new culture" of "pseudo-intellectual" programs, he continued. "... We have had such a proliferation of this sort of tripe . . . [that] I hoped we would be relieved from that. . . ."

Chairman Henry said the commission believes that encouraging more television stations to go on the air would add to diversity in programming. "... I personally do not believe . . . that general proliferation of stations is going to increase the quality . . ." the senator replied.

His colleague, Senator Roman L. Hruska (R-Neb.), demanded to know whether the FCC planned to conduct

any more local program hearings like the ones in Chicago and Omaha (BROADCASTING, Feb. 4). "I hope no other community would have to go through that same unpleasant experience . . ." he said.

Chairman Henry answered that he didn't know if others would be held in the future but none are planned as of now.

During a dispute on the merits of such sessions, the FCC chairman told the subcommittee it was apparent that a wide area of disagreement existed, but he hoped the senators would read his report on the Omaha hearing. It will be published "soon," he said.

**The Cost Factor** ■ Senator Hruska asked how much the Omaha hearing had cost the public. Chairman Henry mentioned \$4,500, but said that applied only to salaries of the FCC people who attended. The senator pointed out that he wanted to know about the costs of preparing for the hearing as well and requested Chairman Henry to investigate. An answer was promised.

Senator Hruska also commented on the costs to the three television stations involved: KETV(TV), KMTV(TV) and WOW-TV, all Omaha. "... I imagine it must have been five or six times the expense that you folks put into it, because they had to prepare for everything and anything."

Senator Allott had the last word on programming during the "Minow era."



Senator Allott  
Questions about codes



Senator Hruska  
Questions about Omaha



He said, "I am nauseated with these pseudo-intellectual programs that have been forced down the throat of the American people."

The Colorado senator also brought up the FCC's plans in relation to commercial time limits. He hoped the NAB could modify its present code so the FCC would have no reason to adopt it. He preferred the NAB taking the initiative, Senator Allott said, ". . . so that we do not get into another extensive regulatory thing."

Senator Magnuson questioned \$75,000 the FCC says it needs to collect the \$3.9 million it expects to realize from license fees. The money would go into the U. S. Treasury, Chairman Henry pointed out—not to the FCC. But the agency must handle the collecting itself and needs \$75,000 to process applications and account for the money it takes in.

**Greater Workload** ■ When the discussion turned to money matters, Chairman Henry offered an explanation why the FCC needs \$1.5 million more for its fiscal 1964 operations. He blamed it on a greater workload.

"I would say frankly that I think the increasing workload and increased budgetary requirements at this agency are not so much due to an additional number of laws passed by the Congress but an additional workload due to the increasing complexity of the situation and the limited frequency space, the number of detailed applications that we are handling, [and] the number of protests to applications. . . . As frequency space becomes more limited and as technology increases rapidly, we are presented with petition after petition to take advantage of this increased technology," he said.

The agency's implementation of many of the recommendations of the Booz, Allen and Hamilton report depends on additional funds, Chairman Henry said. The report proposes improvements in commission procedures and was financed by a special appropriation.

The commission's review board, a body recommended by the report, has speeded up commission procedures, Chairman Henry pointed out. The board handled 539 interlocutory requests in its first 10 months of operation (ending June 17), it was reported. The commission has sustained the board in 10 of 12 petitions forwarded for commission review; five cases still are pending, Chairman Henry said.

The commission's meeting agenda now contains three of four times fewer items than it normally carried two years ago, he reported.

**'64 Isn't The End** ■ Not only does the commission need more money and more people for the next fiscal year, Chairman Henry said, but it expects to be back asking for further increases in

## Senator charges program control attempts

A Republican senator has accused the Kennedy Administration of trying to control radio-TV programming through the FCC. Senator Milward L. Simpson (R-Wyo.) told the Wyoming Association of Broadcasters that federal pressure is being exerted against the industry because broadcasters had the courage to editorialize in a manner that "ruffled the liberal feathers of the New Frontier."

Senator Gale L. McGee (D-Wyo.) also spoke at the WAB convention June 14-15 and said that he was misquoted in a syndicated column on alleged right-wing influence in Wyoming broadcasting (BROADCASTING, April 29, 22). The senator said, however, that he does not plan to seek a retraction of the article quoting him as saying that "retainers" of up to \$1,000 were being paid to Wyoming radio stations by right-wing groups.

"I corrected it here in Wyoming where the misquoting applied." Sen-

ator McGee said in referring to a statewide broadcast he made after the column appeared.

Referring to bills in Congress designed to curb broadcast editorials, Senator Simpson said "I don't like the thought that you editorialize properly or you'll be out of business." He said he would fight any moves to dictate programming.

"A year ago I would have considered such a thought [program control] ridiculous," Senator Simpson said, "but that was before you broadcasters . . . had the courage to carry programs that ruffled the liberal feathers of the New Frontier."

Senator McGee, in answer to a question, said that radio and TV programming must be balanced, while newspapers have more freedom, because they exert a more "potent influence" than newspapers. Balanced programming is particularly important in sparsely-populated areas such as Wyoming, he said, because of the limited number of signals available.

## Wisconsin broadcasters talk back to Proxmire

The Wisconsin Broadcasters' Association has challenged Senator William Proxmire (D-Wis.) to back up his criticism of television programming with facts.

Answering the senator's floor speech on the departure of former FCC Chairman Newton N. Minow, Bruce Wallace, WBA president, said, "We think you should say anything you want to say. . . . But, is it too much for us to expect or ask, that when you do lash out at our industry, that you accompany your broad generalizations with facts and figures and proof? This is something that I am sure you would be the first to demand of others if they made serious accusations against you involving your good faith and actions."

In an initial reply to the broadcasters, Senator Proxmire said, "For the facts I refer you, Bruce, to the schedule of television programs as carried in [Milwaukee newspapers] . . . and virtually every other paper in the country in every town that has a television station.

"Over and over again I have read these programs and I frankly have been appalled. . . . There is much that is good in television and it is indeed improving. But there is still far more that is bad. . . . I remain convinced that when Newton Minow came to the FCC television was in-

deed a stultified, overcommercialized bog, and that the corruption of public taste which is planned and programmed on television is obviously continuing."

Mr. Wallace, promotion and public service director of WTMJ-AM-FM-TV Milwaukee, reminded the senator that the association had offered, and the senator had agreed to utilize, "the opportunity to supply you with any background facts or information" on broadcasting.

"This, of course, you did not do at anytime before your . . . speech," Mr. Wallace wrote back. ". . . As a consequence, your speech on the Senate floor on May 21st and your May 27th letter to me, were both filled with broad generalized statements of a most critical nature, deploring and accusing the radio and television industry in most emphatic terms, but nowhere containing *facts* and *figures*."

Mr. Wallace requested the senator's "yardstick of judgment" and asked "do you honestly believe, senator, that most [broadcasters] . . . plan and originate . . . programs with the aim and purpose of corrupting the public taste?"

Senator Proxmire's staff said last week that another reply had been sent to Mr. Wallace, but they would not reveal the contents.

fiscal 1965 and 1966.

The FCC requested more manpower, saying it will need 131 more people to operate in fiscal 1964, an increase from the 1,416 now employed.

Senator Magnuson, in a reference to the rising number of government employes, said each agency would have to justify "every requested payroll increase." He noted the FCC's requests for salary funds has gone up sharply in the last two budgets. The agency "is asking for \$13,369,000 for personnel compensation in fiscal 1964, as compared to \$11,464,000 during the present fiscal year, and \$10,341,000 in fiscal 1962."

Largest increase in personnel is in nonbroadcast monitoring, it was shown.

## FTC to decide if it's to tighten its 'Guide'

Whether the Federal Trade Commission is going to tighten up provisions of its Guide Against Deceptive Pricing is now in the hands of the five-man agency following a two day public hearing in Washington.

Two dozen witnesses testified, and about 50 others filed statements with the FTC. Most of the businessmen testified in opposition to a proposed FTC revision of the 1958 Guide Against Deceptive Pricing, although some, like the National Better Business Bureau, were in favor.

In its tentative plans, the FTC proposed to tighten up on "advertising which misleads consumers into believing they are getting a bargain price or something for nothing."

At issues are such terms as "manufacturer's price," "list price" "comparable price" etc. Also under review are the promotions offering two items for one, and the use of the word "free" when this is tied to the purchase of one or several of the items (BROADCASTING, April 29).

## NAB asks to comment in FCC line rate study

The National Association of Broadcasters has asked to participate in the FCC's study of the proposed rate increases for leased telephone and telegraph facilities used by press services.

The NAB said broadcast licensees and networks would be affected by news services rates changes.

A general increase in private line rates was ordered in January. But several weeks ago the FCC stayed any rate changes for the facilities used by news services (BROADCASTING, June 3), saying it wished to study effects the rates might have on broadcasters. New rates, higher for leased telegraph lines and lower for leased telephone lines, are effective Aug. 1 for all other users.

# COURT BYPASSES CONTROL QUESTION

## New Mexico ruling against KHOB and KWEW is upheld

The U. S. Supreme Court last week upheld a New Mexico law forbidding the advertising of prices for eyeglasses and, in effect, affirmed a state order against KHOB and KWEW, both Hobbs, N. M., and the *Hobbs Flare*.

In a unanimous decision, the court said the state law imposed no great burden on interstate commerce and that there was no conflict between federal jurisdiction over broadcasting and a state's right to safeguard the health of its citizens.

The opinion skirted the issue of the FCC's control over programing, a significant argument by the government which sought to overrule the New Mexico action against the radio stations (BROADCASTING, April 22).

The opinion was written by Associate Justice Potter Stewart, with Justice William O. Douglas concurring. Justice William J. Brennan, also concurring, wrote a separate opinion.

The case began last year when the state Board of Optometry sought and received a court order enjoining the two radio stations and the Hobbs newspaper from carrying the advertising of an optometrist located in Texas who mentioned prices in his ads. This ruling was upheld by the New Mexico Supreme Court.

In their appeal to the U. S. Supreme Court, KHOB and the newspaper argued that the state's action interfered with interstate commerce and also that the Communications Act and the FCC have pre-empted the field of radio programing and advertising.

The pre-emption argument was stressed by Solicitor General Archibold Cox in his plea to the court last April. He maintained that the FCC's control over programing was extensive and of long standing (BROADCASTING, March 11).

The New Mexico attorney general's

office argued that neither the Communications Act nor the FCC has any provision to regulate price advertising. Therefore they claimed the federal government has not pre-empted this field and the state has the right to impose these standards on radio stations.

**Justices Agree** ■ In his opinion, Justice Stewart said: ". . . we are nevertheless not persuaded that the federal legislation in this field has excluded the application of a state law of the kind here involved. . . . Congress could not have intended its grant of authority to supplant all the detailed state regulation of professional advertising practices, particularly when the grant of power to the commission was accompanied by no substantive standard other than the 'public interest, convenience and necessity' . . ."

Finally, Justice Stewart said, there is no conflict between the federal regulations and the New Mexico statute.

In his 16-page separate opinion, Justice Brennan agreed with his colleagues that the New Mexico law is not an "unreasonable burden" on interstate commerce. He disagreed, however, with the other court members on their reasoning in the "supremacy" issue.

After listing the interest and actions of the Federal Radio Commission and the FCC in programing and advertising until World War II, Justice Brennan noted that since then the commission "has apparently followed a policy which puts less emphasis upon regulation of the content and quality of commercials. . . ."

The FCC, he observed, seems content to leave the question of content to the Federal Trade Commission, particularly the policing of false, misleading or deceptive advertising.

He also noted that the FCC considers a licensee's adherence to state laws as an element in his qualifications, and quotes from the NAB codes urging adherence to federal, state and local laws.

Justice Brennan added that even if the FCC desired to regulate advertising abuses, "the agency would understandably desire to share with state agencies the responsibility for policing the myriad local and occasional violations of the canons of advertising. Otherwise, the burden might well become so heavy as to produce a 'no-man's land.'"

He concluded that nothing in the court's ruling would permit a state to issue regulations which would prove so burdensome on broadcasters as to substantially interfere with federal regulation, or which would make it impossible for a station to broadcast network programs.

### FCC changes deadlines

Time to file comments on the FCC's proposed adoption of the National Association of Broadcasters' commercial time limitations has been extended from July 1 to Sept. 16.

The deadline was also advanced from July 15 to Sept. 30 for replies to the comments. The NAB had petitioned for the extension, which will allow time for the preparation of comments during the FCC's annual August hiatus.



## Ready to ride again!

"The Redcoats are coming!" This midnight warning spared our revolution a crippling blow—earned Paul Revere a place in history. Today, Dew Line radar stations, powered by Alaskan rural electrics, might be the ones to save America from a sneak attack.

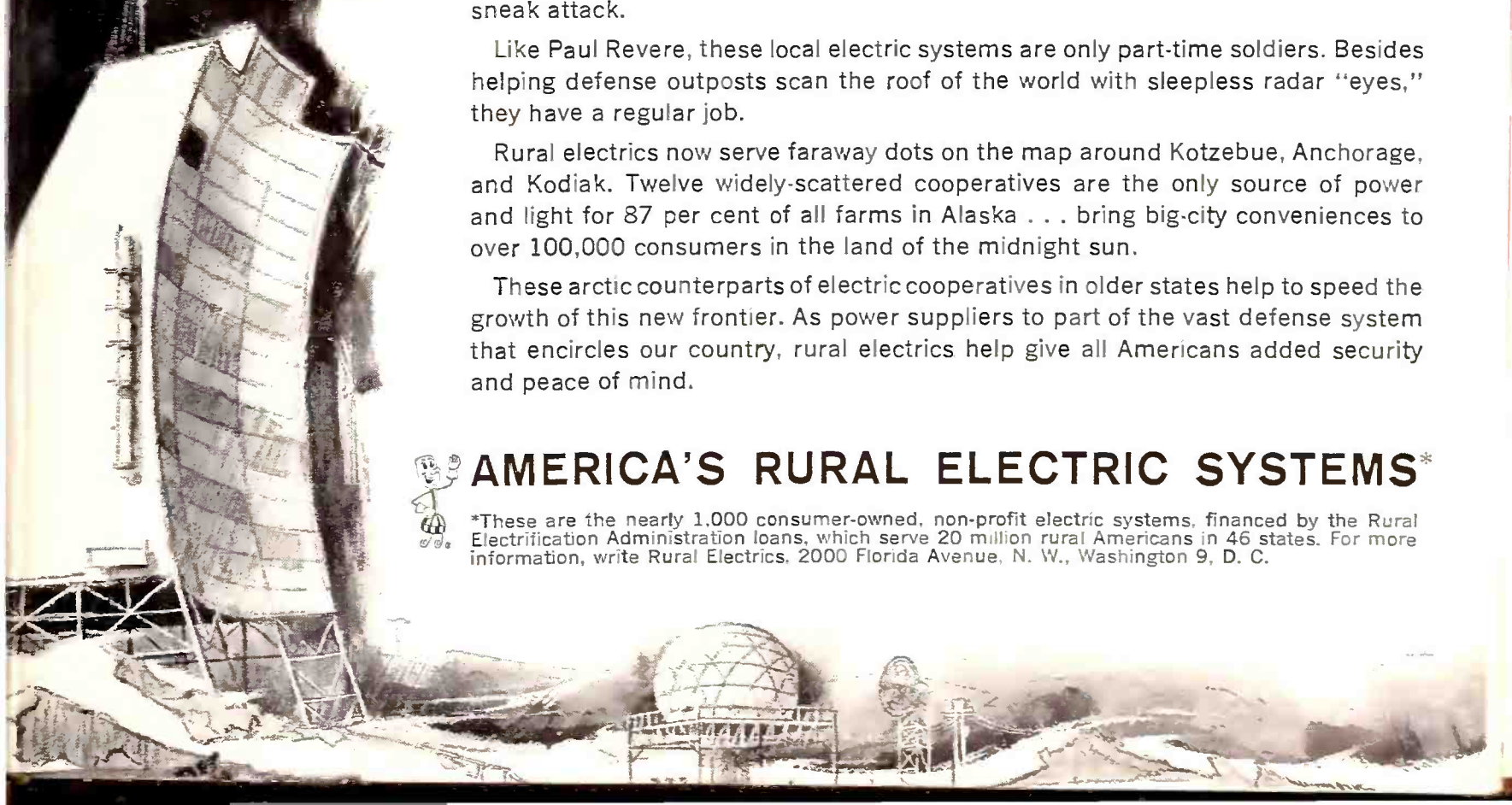
Like Paul Revere, these local electric systems are only part-time soldiers. Besides helping defense outposts scan the roof of the world with sleepless radar "eyes," they have a regular job.

Rural electrics now serve faraway dots on the map around Kotzebue, Anchorage, and Kodiak. Twelve widely-scattered cooperatives are the only source of power and light for 87 per cent of all farms in Alaska . . . bring big-city conveniences to over 100,000 consumers in the land of the midnight sun.

These arctic counterparts of electric cooperatives in older states help to speed the growth of this new frontier. As power suppliers to part of the vast defense system that encircles our country, rural electrics help give all Americans added security and peace of mind.

## AMERICA'S RURAL ELECTRIC SYSTEMS\*

\*These are the nearly 1,000 consumer-owned, non-profit electric systems, financed by the Rural Electrification Administration loans, which serve 20 million rural Americans in 46 states. For more information, write Rural Electrics, 2000 Florida Avenue, N. W., Washington 9, D. C.



# 315 suspension pushed past House

## HARD-CORE BIPARTISAN OPPOSITION SHOWS SURPRISING STRENGTH

A majority of House members overrode mixed Republican and Democratic opposition Wednesday (June 19) and passed legislation which would suspend Section 315 for 1964's presidential and vice presidential elections.

The House agreed to a plan much the same as one adopted in 1960 which permitted the joint radio and television appearances of John F. Kennedy and Richard M. Nixon.

An unlikely coalition of liberals, Southern Democrats and Republicans lined up against the measure and mustered a surprising total of 126 votes, but lost to a 263-vote majority composed of members of both parties, but mostly Kennedy administration Democrats.

The Senate is scheduled to begin work on its own version of an equal time suspension Wednesday (June 26) when the Commerce Committee considers legislation ranging from a resolution like the one approved by the House to another urging outright repeal of Section 315.

A hearing on political editorializing and a bill to provide equal time when licensees endorse candidates is planned to begin July 15 and will be conducted by the House Communications and Pow-

er Subcommittee (see opposite page).

**Congressional Misgivings** ■ Passage of the House version of the suspension was expected, but the strength of the opposition indicated again that many congressmen have misgivings about handing broadcasters a more important role in politics.

That was at the heart of the argument articulated by Representative John Bell Williams (D-Miss.), chief Democratic opponent. Next ranking Democrat on the Commerce Committee behind Representative Oren Harris (D-Ark.), committee chairman and author of the measure, Representative Williams said his colleagues knew of his many disputes with the FCC, but added: "As bad as the FCC administration of the fairness doctrine is. I trust their administration much more than I do that of CBS's Dr. Frank Stanton, NBC's Mr. [Robert W.] Sarnoff, or Mr. [Thomas] Moore of ABC. . . . Under this bill three people will determine who will be the major candidates. . . . and that is too much power to put in the hands of anyone."

Representative John B. Bennett (R-Mich.), ranking Republican on the same committee, also opposed his chairman, leading the Republican opposition. He

saw the suspension as a wedge aimed at complete repeal of Section 315. The section is a bulwark for the protection of minority views, he argued. History has shown that often "the minority was the right view and it later became the prevailing view," he said.

The 1959 amendments to the section, which exempted bona fide news programs, interviews and the like from equal time provisions, give broadcasters sufficient latitude to present political issues and campaigns, Representative Bennett and his supporters argued.

**The Defenders** ■ Representatives Harris and Walter E. Rogers (D-Tex.), chairman of the communications subcommittee, defended the proposal with the help of other committee members and Representative William H. Avery (R-Kan.), a former committee member who is now on the Rules Committee and helped bring the measure to the House floor for a vote (BROADCASTING, June 17). They said the suspension would assure the American people of better and improved coverage of the 1964 campaign. Unless Section 315 were suspended, they said, so many minority party candidates would claim equal time that broadcasters would be forced to deny time to all candidates.

Representative Avery urged his Republican associates to consider that while President Kennedy credited his joint broadcast appearances with Mr. Nixon as crucial in his 1960 victory, a Republican candidate would find such appearances with incumbent Kennedy equally advantageous next year. The GOP candidate "will not have the responsibility of explaining all of the misfortunes and mistakes in the last four years."

**The Southern View** ■ Representative Williams and other Southerners protested that suspension of Section 315 would prevent a third party (there's talk conservative Democrats may split from the regular party ticket and run their own in 1964) from obtaining national television exposure. But Representative Harris said, "I am confident that the networks, out of fairness, will offer time to a third party."

The opposition also picked up votes from the South because the debate began immediately after the House heard the President's civil rights message. Many Southerners voted against the Section 315 suspension because they considered it an administration proposal—and anything with the word Kennedy attached to it looked bad to them that day.

**Wednesday's Hearing** ■ When the

### Why they like the law as it stands



John B. Bennett (l), Michigan Republican, and John Bell Williams (r), Mississippi Democrat, typify sources of rising opposition to liberalization of political broadcasting laws. Some Republicans think Rich-



ard Nixon was licked by the Great Debates on TV in 1960, and they don't want the same thing to happen to their man in 1964. Some Southerners think a third party would denied time if the law were loosened.

Senate takes up the issue Wednesday, government and broadcasting witnesses will be among the first to appear. Scheduled to testify, although not necessarily in this order: FCC Chairman E. William Henry, who will open the hearing; Senator Vance Hartke (D-Ind.), author of a bill to repeal Section 315; Mr. Sarnoff; Dr. Stanton; Barry Sherman, executive vice president and managing director, WQXI Atlanta; the Socialist Labor Party, which opposed the measure before the House; and Paul Porter, former FCC chairman who will appear for the President's commission on campaign costs, which recommended the suspension in a 1962 report.

Another factor in the Senate hearing will be the FCC's report on political broadcasting experience in 1962. (BROADCASTING, June 17, 10). The report showed how \$20 million was spent on political broadcasts last year.

Representative William B. Widnall (R-N.J.) urged the House to consider the impact of television appearances by an incumbent President on "a subject of national importance" during a campaign. This would be the year to lay the ground rules, Representative Widnall said, and he suggested consultations between the FCC, the national political parties and broadcasters.

He cited the fireside chats of Franklin D. Roosevelt and President Eisenhower's talk on Suez in 1956. Adlai E. Stevenson was given equal time by the networks individually to reply to General Eisenhower that year, although the FCC ruled later that he was not entitled to it. The question would not arise next year if Section 315 is suspended, the congressman said, but "the need for setting up some sort of a rule of thumb [is] all the more imperative," he said.

**Campaign Profits** ■ Although the FCC study didn't go into it, another survey of broadcasters shows that the great majority of licensees benefit financially from the sale of time in election campaigns. Writing in the spring issue of the *Journal of Broadcasting*, Richard Porter reported on financial and public relations values of political broadcasting to licensees. His tabulations of responses show not only that broadcasters make money on political broadcasts, but "that election campaign broadcasting is generally considered an asset in the public relations effort of the station and . . . that most broadcasters consider themselves responsible for providing some measure of election campaign broadcasting for their audiences."

Mr. Porter sought the views of one out of every three TV licensees and one of each 10 radio licensees: he received replies from about 20% of the persons he contacted.

## EDITORIALISTS FACE EQUAL TIME LAW

### Moss introduces measure 'to assure fairness'

One congressman's solution to problems he and some colleagues say are caused by broadcasters who endorse or oppose political candidates would be to make such editorializing subject to an equal-time requirement.

Representative John E. Moss (D-Calif.), a member of the subcommittee which will examine the whole subject of editorials next month, last week introduced a bill "to assure fairness in editorializing . . . in support of or in opposition to candidates for public office. . . ." The bill (H.R. 7072) would require broadcasters who support a candidate to give equal time to other candidates for that office and provide them with transcripts of what was said.

A similar rule would apply when broadcasters oppose candidates. Opportunities for replies would have to be provided in time to be aired before two days prior to an election. The bill provides that no editorializing or replies could be broadcast during the two-day period before an election.

Representative Walter E. Rogers (D-Tex.), chairman of the communica-

tions subcommittee, said the bill would provide a legislative base from which to launch his already planned hearing on editorials—political and otherwise (BROADCASTING, June 17, 10, 3). Representative Rogers's promise to hold these hearings forestalled some of the congressional opposition to a suspension of Section 315 for next year's presidential and vice presidential campaigns.

The chairman will announce plans for the hearing this week, but it's believed it will begin July 15 with a report from the FCC on its policy to encourage broadcast editorials. Until 1949 the commission opposed expressions of opinion on the air by licensees. Congressmen who have been opposed in broadcast editorials are expected to testify and broadcasters will be asked for their views.

Jack Williams, executive secretary of the Georgia Association of Broadcasters, asked Representative Rogers last week to postpone his editorial hearing until the association holds its editorializing conference July 25-27 at the University of Georgia.

## NAB set to fight editorializing hobbles

### CONCERN OVER LEGISLATION ON POLITICAL EDITORIALS

The National Association of Broadcasters editorializing committee indicated last week it will oppose congressional efforts to impose new requirements on broadcasters who editorialize.

Committee members, at a meeting in Washington, expressed considerable concern over a House bill that would apply the equal-opportunity requirement of Section 315 of the Communications Act to editorializing for or against political candidates (see story above).

Daniel Kops, WAVZ New Haven, committee chairman, said the group was "unalterably opposed" to any governmental effort to limit broadcasters' freedom of expression.

The FCC's fairness doctrine and Section 315 require broadcasters who editorialize to "afford reasonable opportunities for the discussion of conflicting views." But there is no requirement that equal time be given.

**Moss Bill** ■ The bill (HR 7072), introduced last week by Representative John E. Moss (D-Calif.), would amend Section 315. It will be considered by the House Communications Subcommittee at a hearing to be held next month on political editorializing by broadcasters.

Mr. Kops said the public interest "is best served by the exercise of editorial

judgment on the part of broadcasters, rather than by restrictive legislation." He added that the "growing trend of editorializing is contributing to the public's knowledge of issues in every American community."

The committee, which discussed its activities during the past 18 months, also directed the NAB staff to conduct an all-industry survey of the experiences of broadcasters who editorialize.

Besides Mr. Kops, members of the editorializing committee are Frank J. Abbott Jr., WWGP Sanford, N. C.; John F. Dille Jr., WSJV-TV South Bend-Elkhart and WKJG-TV Fort Wayne, both Indiana; Frederick S. Houwink, WMAL-AM-TV Washington; Rex G. Howell, KREX-AM-TV Grand Junction, Colo.; A. Louis Read, WDSU-AM-TV New Orleans; and George Whitney, KFMB-AM-TV San Diego.

In opposing proposals for new requirements on broadcast editorialists, NAB officials will argue that the industry can assure fairness without governmental action. The NAB editorializing committee indicated it will rely heavily on its recently revised booklet on editorializing, which contains expanded guidelines on editorializing, including editorializing on political issues and candidates.

**Guidelines Will Help** ■ "We intend

to continue to encourage sound editorializing practices," Mr. Kops said "and we feel that the new guidelines will help this effort very much."

The booklet, "Editorializing on the Air," will be widely distributed among members of Congress, government agencies and members of the public. It is to be distributed to NAB board members at their meeting this week, and will be sent subsequently to all members of the association.

The booklet was also discussed at the FCC Friday (June 21), when NAB President LeRoy Collins, Mr. Kops, an editorializing subcommittee and NAB staff members met with FCC Chairman E. William Henry, Commissioners Robert T. Bartley and Frederick W. Ford and FCC staff members.

Mr. Kops said in advance of the meeting that its purpose was to "appraise" the commission of the activities of his committee and of broadcast editorialists in general. The commission, however, regarded the meeting as a first step to reviewing its rules on editorializing.

**Senate Pressures** ■ The commission has been under pressure from Senator Ralph Yarborough (D-Tex.) to act on recommendations of the Senate Watch-

dog Subcommittee, which he heads, for tightening up FCC rules on editorializing. A key proposal was that the commission readopt its fairness doctrine as a rule, a violation of which would be cause for revocation of a station's license (BROADCASTING, April 23, 1962).

Despite these growing demands in Washington for stricter regulation of broadcast editorialists, increasing broadcaster interest in this activity was evidenced last week by the announcement of the first National Broadcast Editorial Conference.

It will be held July 25-27 at the University of Georgia, in Athens, under the co-sponsorship of the Henry Grady School of Journalism and the Georgia Association of Broadcasters. It will be attended by general managers, editorial directors and news directors directly involved in editorializing.

Among those slated to participate in the program are Howard K. Smith, ABC-TV news commentator; Kenneth A. Cox, FCC commissioner; Dr. Mary Ann Cusack, special assistant to NAB President Collins; George Campbell Jr., executive vice president, Peoples Broadcasting Corp., Columbus, Ohio, and Richard Compton, director of news and public affairs, WRFD Worthington, Ohio.

## White House censorship code expected soon

### NAB WARNS AGAINST USE EXCEPT DURING ACTUAL WAR

A "voluntary" censorship code to be used in wartime is expected to come from the White House in the next few weeks, following a review of the proposed strictures by media leaders and a meeting of newspaper, magazine and broadcast representatives with Office of Emergency Planning officials last week in Washington.

The code, similar to the one used during World War II, was presented to media agents last month (BROADCASTING, May 13). Each of the media circulated the proposals among its members and submitted comments to Edward A. McDermott, OEP director, at the 18 June meeting.

No major objections were voiced to the imposition of the censorship provisions in wartime, but a number of newsmen asked that some specific notation be made that the code is purely for wartime use, and not to be used in any crises short of war.

This warning was voiced by Howard Bell, NAB vice president.

The NAB, Mr. Bell said, is strongly opposed to "the imposition of a censorship code or censorship procedures, directly or by implication, during any period short of actual war."

He also called for clarification of the stand-by plan by more clearly defining the authority, the conditions under

which it would be activated, and the recognition of the principles of free speech and free press by embodying them in the code.

He urged also that the code be reviewed on a continuous basis and that all news media, including radio and TV, be equally represented in discussions of code policies and administration.

**Weather Reports** ■ In the compilation of comments from broadcasters, submitted by the NAB to OEP, a major objection was voiced by a number of broadcasters to the restrictions on weather reports. Weather reports are too important to farmers, livestock raisers, travelers, and others to be prohibited or restricted, they said.

Another series of comments protested the restrictions on reports of local damage unless cleared by censorship. Those referring to this restriction claimed that clearances would be difficult and time consuming to obtain and reports of local havoc must be transmitted swiftly to the public in order to combat rumors and panic.

In addition to Mr. Bell, broadcasters were represented at last week's meeting by Edward F. Ryan, WTOP-AM-FM-TV Washington, incoming president of the Radio-TV News Directors Association.

## Faithless applicants may have no payoffs

Applicants for broadcast facilities who decide against prosecuting their applications shouldn't expect the FCC to approve payoff agreements they might make with broadcasters in the market they intended to serve.

FCC Chief Hearing Examiner James D. Cunningham made this clear last week in an order handed down in connection with a petition by WOMA TYPA Broadcasting Co. to dismiss its application for an AM station in Mt. Airy, N. C.

In seeking dismissal, WOMA said it had concluded, after observing the operations of the two AM stations in the area, that Mt. Airy couldn't adequately support a third station. Mt. Airy has a population of 7,055.

The applicant also sought approval of an agreement whereby the two Mt. Airy stations—WSYD and WPAQ—would pay WOMA some \$2,000 for out-of-pocket expenses in return for dismissal of its application.

Examiner Cunningham granted the petition for dismissal—but with prejudice, and denied approval of the payoff agreement. He said there was no legal basis for such an arrangement. The Communications Act permits reimbursement agreements only between competing applicants.

The two stations, he said, agreed to pay WOMA for its withdrawal "for no visible reason other than the avoidance of the competition which would ensue should the proposed new station be authorized."

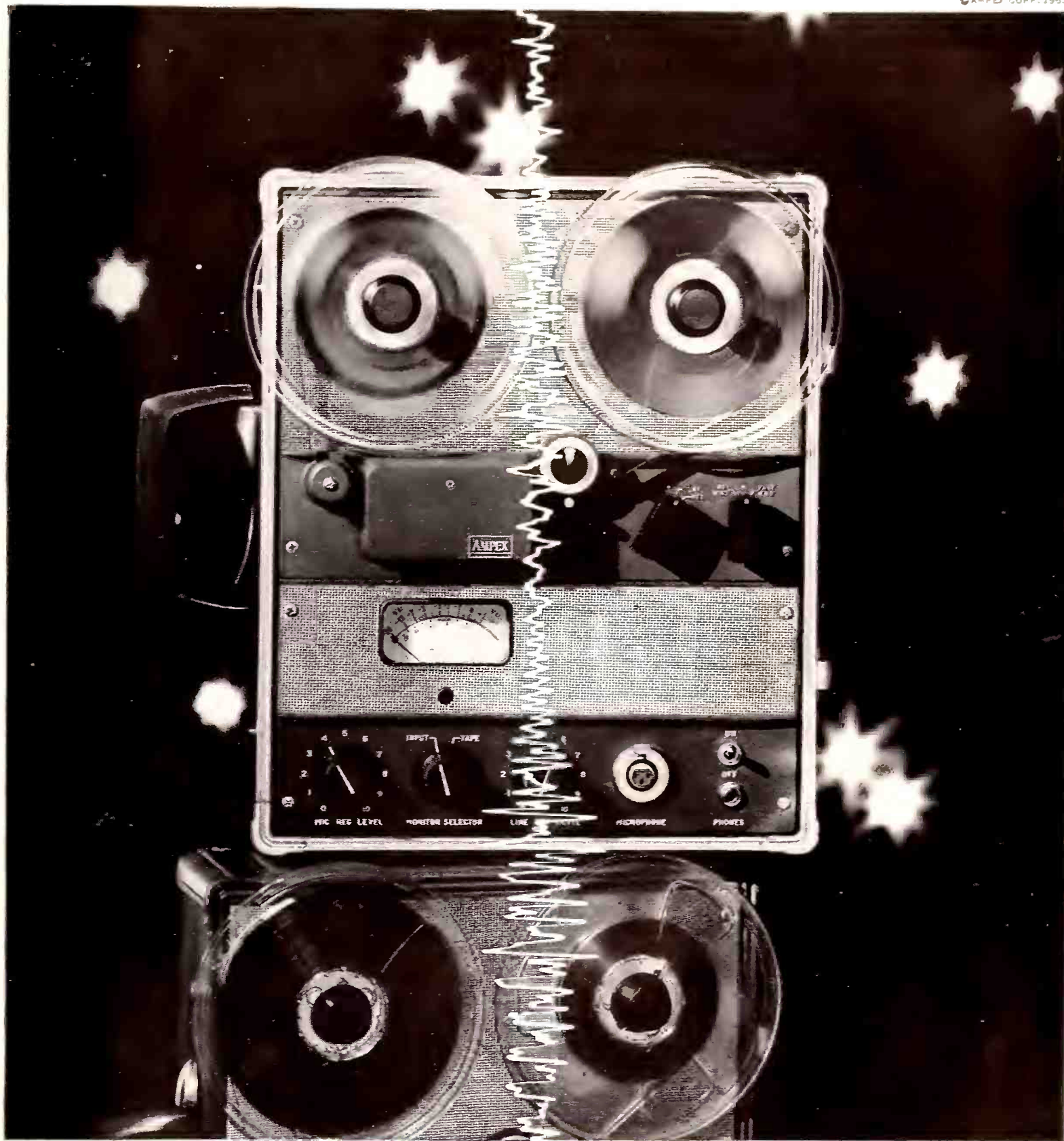
"Obviously such arrangements," he said, "are improper, for they encourage the filing of applications which are not altogether in good faith."

## Case urges expansion of Minow's suggestion

Senator Clifford P. Case (R-N.J.) is using former FCC Chairman Newton N. Minow's recommendation to President Kennedy that the FCC's functions be divided (BROADCASTING, June 10), to urge similar plan for agencies dealing with transportation.

In a letter to the President released last week Senator Case writes: "In a broader scale, the same considerations cited by Mr. Minow apply to the important transportation roles now undertaken by a variety of federal agencies, including regulatory agencies." It would be best to bring these functions under one department.

"In considering Mr. Minow's recommendations," the senator concluded, "it is my hope that you would give urgent consideration to the broader implications which his criticisms pose."



What can possibly follow the 601?

AMPEX 602

It's quite a number, the 602. A lightweight, low-cost, true professional field recorder made, of course, by Ampex. It's built on the foundation of the Ampex 601 (the recorder that was the workhorse of the entire broadcast industry), and the new Ampex 602 promises even to outdo the 601. Here's why. The 602 features completely new electronics circuitry. It has new solid-state rectifiers to keep the chassis cool, helping to prolong the life of the other components. It has XL type connectors for all line inputs. A built-in low



impedance mike transformer. A higher power balanced or unbalanced 600 ohm output. And improved signal-to-noise ratio. These are just some of the advancements. The 602 is portable—ideal for field applications. Or it can be rack mounted. And it comes in a one-channel or two-channel model. Both backed by the Ampex "Four Star" One-Year Warranty. Both built to be extremely reliable—to follow and outdo the 601. For more information write Ampex Corp., Redwood City, Calif. Worldwide sales and service.

# FCC PROGRAMING POLICY REVIEWED

## Ford says broadcasters best decide local live question

FCC review of local live programing is here to stay.

But broadcasters who make a conscientious effort to determine their community's needs, and to program in accordance with them, have all the protection they need against any FCC attempt to regulate programing by the lifted eyebrow.

This was the message Commissioner Frederick W. Ford delivered to Virginia broadcasters Thursday at their state association meeting in Williamsburg.

The commissioner's speech was in large part a defense of the FCC's policy of examining a broadcaster's record of local live programing. But it also stressed that the community needs and interests, not FCC wishes, should guide a licensee in his effort to broadcast in the public interest.

Mr. Ford declared that the commission's 1960 statement on programing policy, which was adopted while he was FCC chairman under the Republican administration, "is a reaffirmation" of the freedom of broadcasters.

Licensees who have evidence that they are abiding by that policy, he said, have the facts and the law on their side "which all of our collective eyebrows cannot change."

The commissioner, tracing government interest in local live programing back to 1928, when broadcasting was regulated by the Federal Radio Commission, said the 1960 policy statement represents "a significant change in emphasis."

He said it placed less importance on program types than on (1) what the

licensee has done to determine his listeners' needs and wants, (2) his evaluation of those needs and (3) how he has determined those needs should be met.

The commission, he said, is "in dead earnest about that policy."

He said he doesn't think it "proper for the commission to . . . second guess licensees on what they should or should not broadcast, the content of their programs and the time they are scheduled . . . but it is our responsibility to see to it that licensees seek out the needs of the public, evaluate those needs and serve them."

"How they do it," he added, "is their responsibility, but the fact that they do it is our responsibility."

He said the commission has in the past "pointed to the need for local programs 'during the best listening hours.'" But this, he said, "calls for a judgment that the licensee is particularly qualified to make."

## Liberal party charges denied by N.Y. stations

Five New York radio stations have denied to the FCC that they failed to present the view of the Liberal party of New York or consider the political party in determining the needs of the area. The Liberal party lodged the complaint with the commission and asked that an investigation of the matter be made.

Ben Davidson, executive director of the party, told the commission that WABC, WQXR, WNEW, WINS, and WMCA had all declined to sell time for a 15-

minute program on alternate weeks (BROADCASTING, Feb. 11). At that time he said he was concerned with "the consequences for democracy" if radio stations can silence political party voices by refusing to sell to them. The party finally succeeded in purchasing two 15-minute time segments from WCBS in that city.

WNBC and WQXR have explained that they only sell time during political campaigns. The former station told the FCC that the Liberal party didn't disclose what material would be aired if the time was sold and said that the views of that party have been expressed several different times on discussion programs aired on WNBC. WQXR said if it sold time to the Liberal party it would possibly have to sell time to others who requested it, disrupting its planned format.

WNEW said that when Mr. Davidson first called to request time he failed to identify himself. When he did identify himself, WNEW told the commission, he was refused sale of time but was offered sustaining time if the content of the proposed programs met with the standards and community responsibilities of the station. The station said that it had covered the Liberal party's convention in the same manner as it did the major party conventions. WNEW also said that it has a policy of never selling time, no matter who the party requesting it may be.

R. Peter Straus, president of WMCA, charged the Liberal party with "fabrication of an issue where none exists." Mr. Straus said that the influence of the party may be weakening, and that that "may be an unfortunate fact of public life in New York state," but it doesn't give Mr. Davidson privileges with WMCA programing.

WINS is also involved in the Liberal party complaint but as of last week had not responded to the commission's inquiry.

The licenses for all five were renewed May 31, at which time the commission said "without prejudice to whatever action, if any, may be taken . . . with respect to pending complaint of the Liberal party."

## FCC examiner reversed in Mt. Holly, N.J., grant

The FCC has granted a new AM station to Mt. Holly-Burlington Broadcasting Co. (John J. Farina), Mt. Holly, N. J. Mr. Farina has requested a 5 kw fulltime station on 1460 kc, but the commission granted only a daytime operation, pending a final decision in its pre-sunrise operation rulemaking.

The commission denied the rival applications of Burlington County Broadcasting Co. and Burlington Broadcast-

## Oh, boy, how the money rolls in

Fines totaling \$7,250 were levied by the FCC last week against five stations: KVOB Bastrop, La., WVAR Richwood, W. Va., and WCHI Chillicothe, WCHO Washington Court House and WKOV Wellstown, all Ohio. All the fines except WVAR's were reductions of original penalties.

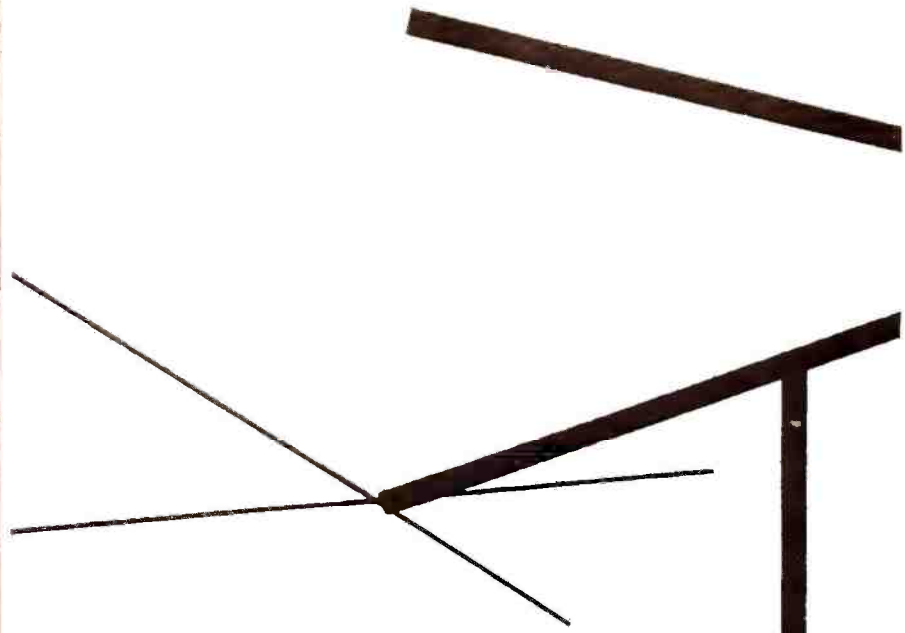
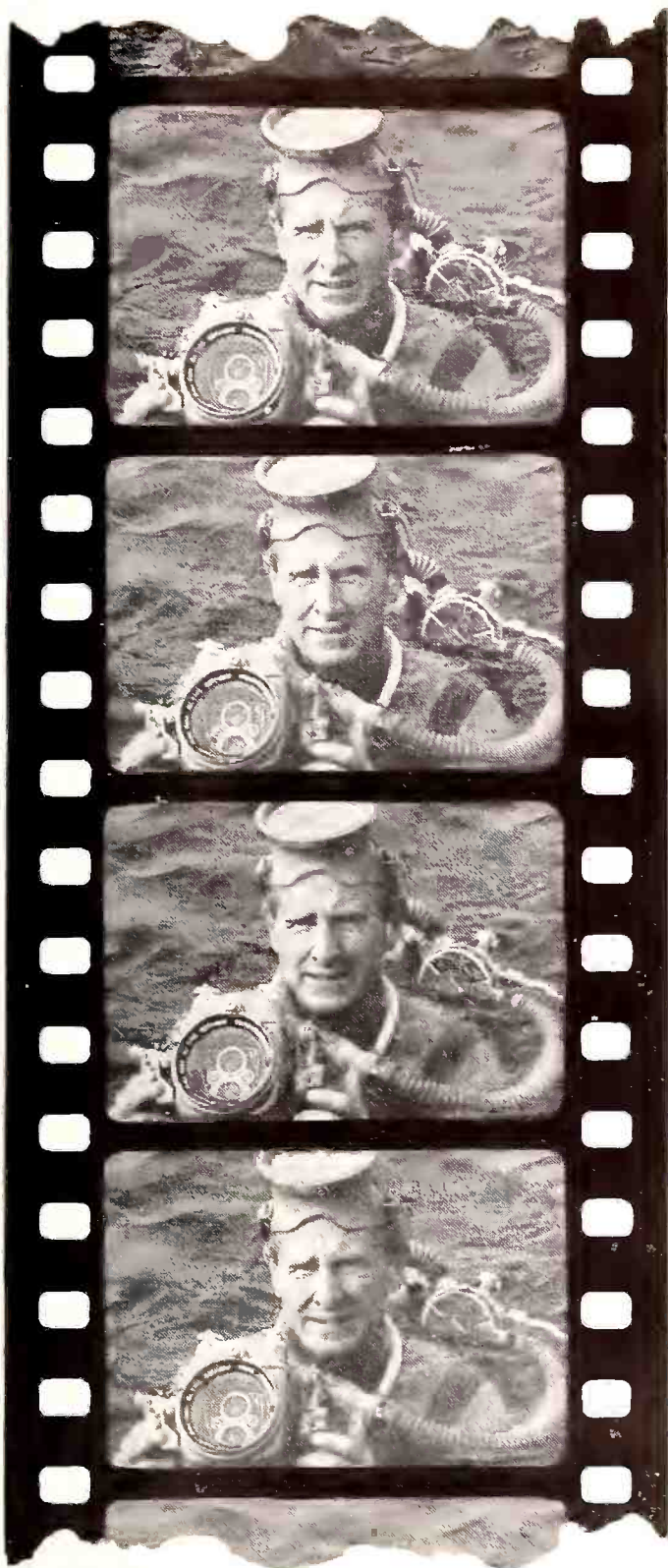
WVAR, which has 30 days to protest the order, was fined \$3,500 by the commission for "willful or repeated" failure to employ a fulltime, first-class engineer. The station is licensed to Royal Broadcasting Co.

KVOB's fine, levied because of the alleged broadcast of teaser announcements (BROADCASTING, Feb. 25), was reduced from \$1,000 to \$250. The station protested the original fine, claiming that the announcements were run without the knowledge of

KVOB's owners, Bastrop Broadcasting Inc., and that the station manager had been replaced because of "this violation and other difficulties. . . ." The FCC refused to eliminate the fine, as KVOB requested, but did reduce it. A station "cannot escape responsibility for the acts of its manager," the commission said.

WCHO, WCHI and WKOV—all principally owned and supervised by W. N. Nungesser—were fined for lacking fulltime, first-class engineers. The commission also charged WCHI with over-modulation. The total fine for the three stations, originally \$6,500, was reduced to \$3,500 because the stations tried to get qualified engineers and because of the "special problems" small stations have in employing such personnel.





# SEA HUNT

*...one of 268\*  
syndicated  
TV film series  
which use*

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*licensed music  
and were  
telecast locally  
during the past year*

*\*out of a total of 390  
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\*

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ing Co. The latter applicant is owner of WCOJ Coateville, Pa., and WNJH Hammonton, N. J. An initial decision by Hearing Examiner Jay A. Kyle had favored Burlington County.

Mr. Farina's bid was chosen for its integration of ownership with management and diversification of media, as he has no interests in other media. Mr. Farina was also given the edge in "preparation and planning, policy, and programing," the commission said.

During the hearing on the applications Mr. Farina's credibility was questioned concerning his claimed financial ability and in the number of persons he said he contacted in planning his programing. At an oral argument April 11, Mr. Farina submitted the results of a voluntary lie detector test in an attempt to demonstrate he had told the truth (BROADCASTING, April 15). However, Mr. Farina's test results have had no official bearing on the case as they were never made a part of the record.

In ruling against the initial decision the commission said that Examiner Kyle's factual findings were accurate but that they did not warrant favoring Burlington County.

## New requests to drop daytime rulemaking

The FCC has been told once again that its further proposed rulemaking, to allow daytime only stations to operate before dawn, was inadequate and should be dropped. The commission's latest discouragement was received in a number of reply comments filed last week.

The rulemaking would allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier, in areas without an unlimited time station. Comments on the rulemaking proposal were filed over a month ago, at which time the commission was lauded for its efforts, even though, comments said, those efforts did not fill the bill (BROADCASTING, May 6).

The Daytime Broadcasters Association, representing those stations which the proposal is directly intended to benefit, maintained its firm position that daytimers would be harmed, not helped, if the proposal is adopted. DBA also attacked the proposals of the Association on Broadcasting Standards that pre-sunrise operation by daytime stations be vastly curtailed, if not altogether ceased. DBA argued that the engineering study submitted by ABS in its comments was based on erroneous methods.

DBA also attacked Storer Broadcasting Co. for failing to deal with public interest questions of pre-sunrise operation in its comments. DBA said that Storer "impertinently and presumptu-

ously" inferred that the FCC acted only as a result of congressional pressures.

**Report It To Congress** ■ Storer, in its reply comments, told the commission that since the general viewpoint of the industry was that the rulemaking is insufficient, the FCC should show this finding to the House Communications Subcommittee. The commission should then drop the matter.

ABS said that surely enough data had been supplied to warrant the commission's further investigation into pre-sunrise operation. In its original comments ABS proposed that a government-industry study committee be formed. ABS said it felt that other interested groups would join the study. The association further suggested that the FCC await conclusion of the agen-

## Government free-time pressure charged

### WHEAT REFERENDUM SUBJECT OF ADMINISTRATION MEMO

The New Frontier applied a half-nelson to radio and television stations to force them to give free time for its wheat referendum viewpoint, according to the June 19 syndicated newspaper column written by Richard Wilson of the Cowles publications.

Mr. Wilson charged that the "farm bureaucracy" had followed a recent New Frontier pattern by using "crude" pressure based on the public service responsibilities of broadcasters.

The basis of the Wilson charges was a memorandum sent by Ray Fitzgerald, deputy administrator for state and county operations of the Agricultural Stabilization & Conservation Service (ASCS). It was sent April 12 to state executive directors and committeemen of the agricultural service.

The Fitzgerald memo was referred to in the House June 19 by Representative Ancher Nelsen (R-Minn.) in opposing passage of legislation to suspend Section 315 (equal time) of the Federal Communications Act (see page 84). Representative Nelsen entered the text of the Wilson column in the *Congressional Record* after pointing out possible coercion in its contents.

At the June 20 ratings hearing before the House Special Subcommittee on Investigations (story page 68) Representative J. Arthur Younger (R-Calif.) called the attention of FCC Chairman E. William Henry to the memo. Chairman Henry, who was testifying about ratings at the time, said it was the first he'd heard about it.

**Two Stories** ■ The department's position became confused in the versions of the memo given by two spokesmen. An Associated Press story on April 20 quoted M. L. DuMars, director of information for the stabilization-conser-

cy's total study of the aural broadcast services (BROADCASTING, May 20), before it makes any decision on the pre-sunrise question.

The Clear Channel Broadcasting Service, although it didn't file any comments before, said that it opposes "any across-the-board extension" of daytimer operations. It also opposes the proposal by DBA that daytime stations which operate on clear channel frequencies have blanket pre-sunrise operation privileges. ABS and Storer both joined CCBS in its opposition to the proposal.

A group of fulltime stations, in a joint filing, told the commission that adoption of the rulemaking would cause severe interruption of the pre-sunrise programing which they provide.

vation unit, as saying, "The Agriculture Department operates on the theory that the nation's radio and television stations have a special obligation to present information free of charge in the field of agriculture."

Mr. DuMars told BROADCASTING, "We described in the memo how broadcasting works. The department had transcriptions dealing with the subject. We have not received complaints from stations; actually, some stations wanted to put on the other side."

Rodney E. Leonard, assistant to Secretary of Agriculture Orville Freeman, commented, "This is Richard Wilson's interpretation of a memo sent out to elected farmer committeemen who administer the farm program on the local level. The memo was an effort to give county committeemen information as to how radio and television licenses are given and the responsibility this places on those who hold licenses." He said radio and television had given good cooperation. "The broadcast material sent to stations had been designed to explain the legislation and not to argue it," he added.

But Mr. Wilson bracketed the wheat memo with such other New Frontier "favorite techniques" as a \$30 million drive for a national cultural center, the steel price controversy and the Cuban prisoners negotiations. He said President Kennedy "would do well to bring it to an end."

**'Special Obligation'** ■ The memo text opens by stating it is designed to encourage state executive directors and committeemen in the stabilization-conservation service "to make full use of radio and television public service time in getting to farmers the facts they need to have before voting in the national

# What's new behind the compact-TV camera lens?

## 3 New G-E Vidicons

High sensitivity, low lag, and more uniform photoconductive surfaces give broadcast-quality pictures in *any* television pickup function. New "Snow White" manufacturing facilities assure uniformity.



The GL-7038 vidicon is designed for televising live scenes and film pickup applications. Highly uniform photoconductive surface provides a uniform, high-quality picture across the scanned area. The GL-7038 will replace the 6198 and 6198A vidicons. Over-all length: 6¼".



The GL-7325's high sensitivity is ideal for televising live scenes, at lower light levels. The photoconductive surface provides low lag (20-30%) at these light levels. Over-all length: 6¼".



The GL-7226 is designed for transistorized camera chains. Featuring a low heater power cathode which operates at 90 ma, performance characteristics of the tube are the same as the GL-7325. Over-all length: 5½".

For specifications and data on the complete line of G-E vidicons and image orthicons, write to: General Electric Company, Room 8010, Owensboro, Kentucky, or call your nearest G-E Industrial Tube Distributor, today!

# \$2 million tax case is taken to court

## CORINTHIAN SQUARES OFF WITH IRS ON AMORTIZATION OF AFFILIATION

A serious effort began last week to prove that network affiliation contracts for TV stations have a definite life and should be permitted to be amortized.

Corinthian Broadcasting Corp., with over \$2 million in taxes at stake, is fighting the refusal of the Internal Revenue Service to allow amortization of \$4.6 million allocated to the CBS-TV affiliation for WISH-TV Indianapolis and WANE-TV Fort Wayne, also in Indiana, for the years 1957, 1958 and 1959.

Corinthian bought the Indiana stations, and their AM adjuncts, from C. Bruce McConnell and associates in 1956 for \$10 million.

The case is being tried by U. S. Tax Court Judge Howard A. Dawson Jr.

This is the second attempt by a broadcaster to overrule IRS on the subject of network contract depreciation. In 1953 when Westinghouse Broadcasting Co. bought the then WPTZ(TV) Philadelphia from Philco Corp., it allocated \$5 million of the \$8.5 million purchase price to the NBC network affiliation. IRS refused to permit WBC to amortize this sum. Westinghouse

was unsuccessful in the Tax Court and in the Court of Appeals. The Supreme Court in March refused to review it.

A favorable straw in the wind, however, took place last April when a federal district judge in Chattanooga ruled in favor of WDEF-TV of that city in its contention that licenses of broadcast stations have determinable lives and therefore may be amortized. WDEF-TV wants to amortize almost \$22,000 it spent in securing its TV license. IRS disallowed it on the ground that licenses do not have definite durations (BROADCASTING, April 29).

In the Indiana transactions, Corinthian allocated \$4 million for the CBS-TV affiliation for WISH-TV and \$625,000 for the affiliation for WANE-TV (then WINT[TV]). Originally it allocated \$125,000 for the ABC-TV affiliation for WANE-TV (the Fort Wayne station was affiliated with both CBS-TV and ABC-TV), but this affiliation was ended in September 1957 and an adjustment was agreed to by IRS.

**IRS Disallows** ■ Specifically, IRS claims that Corinthian owes the govern-

ment the following additional taxes—\$743,278 for 1957, \$655,748 for 1958 and \$775,394 for 1959. It claims Corinthian's income for each of those years was greater by the amount of the amortization figure taken by the group TV owner—\$2.9 million in 1957, \$972,063 in 1958 and \$493,810 in 1959.

The Corinthian case was put by five witnesses, ranging from the practical to the academic. The gist of their testimony:

- A TV station depends on advertising.
- Advertisers buy time based on audience.
- Audiences come from programs.
- The best programs come from networks.
- A station with a network affiliation is more valuable than one without.
- At that time, a station with a CBS-TV or NBC-TV affiliation was much more valuable than one with an ABC-TV affiliation.
- Without a CBS-TV or NBC-TV

wheat referendum on May 21.

It continued, "Stations have an obligation to provide free time for the presentation of public service information—especially in the field of agriculture. This is spelled out in the laws governing the licensing of stations by the FCC. These stations must renew their operating licenses every three years, and they want to make a good record in public service programming because this is a factor in renewal.

"Radio and television stations, in applying for licensing and renewal, make this promise [of public service programming] in return for two special favors granted by the government: (1) the exclusive use (in an area or in the nation) of a frequency within a broadcast band which is the property of the government and the American people, and (2) the policy of the government not to establish federally operated stations in competition with stations being operated commercially. . . .

"This does not, of course, make the stations subject to dictation. A given station does not have to devote any specific share of its broadcast time to public service programming. Nor is it required to give attention to any particular government program or any particular government agency.

"Nevertheless, a station does have the general obligation to provide its

listeners with information on public programs of importance to them. . . ."

Mr. Fitzgerald said his bureau should not be expected to buy time "and cannot legally do so," nor should it be limited "to use of purchased time made available by some other organization or firm." He said interests representing one point of view "are blanketing radio and television stations with material in heavy quantities. . . . May I emphasize that you will find that the overwhelming majority of commercial broadcast people are cooperative to the department and we should always approach them with this in mind."

## MOSS VS. MILITARY

### Congressman to hold hearing on services' new policies

The military is sticking by its guns in defense of policies which have kept newsmen away from crash scenes on civilian property.

The Air Force and the Department of Defense have told Representative John E. Moss (D-Calif.) their actions were necessary to safeguard classified material whether it is within military or civilian jurisdictions.

Representative Moss, who has attacked these policies as infringements

on civilian rights (BROADCASTING, June 10), said last week that replies by the military to several letters he has written on the subject were "completely unsatisfactory." He says he intends to hold a hearing.

As chairman of the House Foreign Operations and Government Information Subcommittee, he has been after the military for several years to abandon policies which permit force against newsmen attempting to photograph or otherwise approach crashed military aircraft on locations away from military installations.

Representative Moss said the subcommittee has observed "a very disturbing trend" in incidents where military personnel have invoked "security" as an excuse for blocking newsmen from doing their jobs.

Having written the Air Force and the Department of Defense early in May, the chairman has now heard from both after dispatching increasingly stern follow-up letters.

The Defense Department insisted its policies are in order but admitted that a review of incidents cited by Representative Moss "indicates that the objections stem primarily from improper execution of the policies of the military departments, as reflected in their regulations on this subject, rather than in the policies themselves." Better en-

affiliation, Corinthian would not have paid \$10 million for the two properties.

This testimony was developed by Charles H. Tower, Corinthian executive vice president, and Howard Stark, New York station broker.

Using a study of all CBS-TV and NBC-TV network affiliations with stations since 1948, a statistical survey specialist, Dr. W. Edwards Deming of Washington, D. C., testified that the data showed a clear example of "Poisson's Exponential Theory of Failure."

Using this theorem, Dr. Deming showed that 5% of the basic number of affiliations are terminated each year. He also calculated that the median number of terminations (the point where half of the original contracts are still in existence and half terminated) is 14 years. The average, he explained, is 20 years.

Methods of using these data for amortization purposes were developed by Dr. Ralph C. Jones, Yale University economics professor, and William D. Sprague, of Arthur Anderson Co., Chicago-based national accounting firm.

**Over \$11 Million** - Actually, according to documents submitted to the court by Edwin S. Cohen, Root, Barrett, Cohen, Knapp & Smith, counsel for Corinthian, the Indiana purchase cost Corinthian over \$11 million. This was broken

down to \$10 million purchase price, \$200,000 for commissions (presumably broker's fees), and \$900,000 in assumption of obligations.

Edward Becker, counsel for IRS, contended that the useful life of an affiliation contract cannot be determined with any certainty. In many cases, he emphasized, the relationship between a station and a network is "self-perpetuating" because each bene-

fits from the other.

He warned that the statistical data on affiliation changes submitted by Corinthian may be distorted since it includes the early years of TV when more affiliation switches took place than is the case now. He also questioned the validity of the statistics on the ground they did not show whether the affiliations were terminated by the network or by the station.

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## Exhibit: what price greater competition

What happens in a three-station TV market when a fourth powerful entity comes into the picture? This happened in Indianapolis in 1957 when Crosley Broadcasting began the operation of WLWI(TV) there. The figures on revenues and income for each of the four stations for the first time were made public last week when they were included in an exhibit submitted to the U. S. Tax Court by Corinthian Broadcasting Corp. in its litigation against the Internal Revenue Service on the amortization of network affiliation contracts.

The revenue and income figures submitted by Corinthian are based on its own books and the books of

the other stations made available to it for the tax case. The figures:

Station	Revenues and Income in millions	
	Revenues	Income Net (loss)
	1956	
WISH-TV (CBS)	\$2.7	\$1.5
WFMB-TV (NBC)	2.5	.843
WTTV(TV) (ABC)	1.4	.086
	1957	
WISH-TV (CBS)	3.1	1.3
WFMB-TV (NBC)	2.5	.813
WTTV(TV) (ABC)	1.2	.0685
WLWI(TV) (ABC)	.293	(.221)
	(Two months only)	
	1958	
WISH-TV (CBS)	2.9	1.2
WFMB-TV (NBC)	2.4	.754
WTTV(TV)	.74	(.2413)
WLWI(TV) (ABC)	1.9	.200

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forcement should help reduce the cause of complaints, the Pentagon said.

The Air Force's reply apologized for its failure to respond sooner. "Difficulty was encountered in obtaining the facts," wrote Secretary Eugene M. Zuckert. Another and more complete reply was promised "in the very near future."

Meanwhile, the air secretary offered answers to some questions raised by Representative Moss.

A proposed revision of instructions to personnel who confront newsmen at crash scenes "contains many provisions designed to preclude the need for the use of force, and to prevent its improper use in protecting classified information from compromise," Secretary Zuckert said.

A new order has been issued to Air Force commands relating to classified material which may be aboard downed aircraft, he revealed. It was issued May 24 (three weeks after the first Moss letter) and reminds personnel that they must determine whether classified material is aboard crashed aircraft and "quickly" conceal or remove it.

Revision of its regulations would provide that when it is unknown whether classified material "is exposed" consent will not be given for photography, but force will not be used to prevent it, Mr. Zuckert said.

## NEW EMERGENCY SYSTEM ON HORIZON

### Broadcasters submit final draft for FCC consideration

A new Emergency Broadcast System has been presented to the FCC, and it's expected that the commission will put it into effect before June 30 when the 12-year-old Conelrad system becomes defunct.

A group of 10 broadcasters met for three days last week in Washington and on Friday submitted the final draft of their proposals to FCC Defense Commissioner Robert T. Bartley. The draft, based on the proposals put together by the National Industry Advisory Committee last March (BROADCASTING, April 1), was cleared with both the Office of Civilian Defense of the Defense Department, and by the White House's Office of Emergency Planning.

It is expected to be ready for FCC action at the commission's regular meeting this week.

It's not certain whether the commission can put the new emergency service into effect by simple order or whether a rulemaking is required. There are indications that a new regulation will have to be incorporated into the FCC's rules. Ordinarily this would require a rulemaking proposal, comments and/or a hearing, and a final order. Since Conel-

rad expires next week, however, there is some belief this routine may not be necessary.

The group of broadcasters was headed by Joseph F. Keating, MBS.

Essentially, the new EBS would permit all broadcast stations to remain on the air during a war alert. As a first step, it is proposed that only present AM radio stations holding National Defense Emergency Authorizations be permitted to remain on the air on their authorized powers and frequencies but without identifying themselves. Subsequently, as other AM stations meet the criteria established for NDEA certification, they too would be authorized to continue broadcasting.

Because there has been no official word on the Department of Defense's requirements in the frequencies used by FM and TV, these stations would go off the air during an alert. Later on, it is hoped, they too may be permitted to remain in operation during a war emergency.

Under the Conelrad system, all stations are required to sign off at an alert. Only the 1,200-odd stations now holding NDEA certificates return to

## Dodd report may never become best seller

The Senate Juvenile Delinquency Subcommittee has been asked to reconsider its request for permission to print an extra 4,000 copies of the 957-page hearing transcript of its 1961-62 sessions on television programming.

The subcommittee, headed by Senator Thomas J. Dodd (D-Conn.), already has had 1,000 copies printed at a cost of \$4,597 (BROADCASTING, June 3). Committees and their subcommittees are usually allowed to print 1,000 copies of such documents, but additional printing requests must be cleared by the Senate Rules and Administration Com-

mittee. The committee suggested the juvenile delinquency unit see if it could get along with 1,000 copies.

If the Government Printing Office is told to go ahead with the new order, the total cost to the U. S. taxpayer to publish the hearing transcript would be \$11,636: \$4,597 for the first 1,000 (already printed); \$4,597 for the first 1,000 of the new order for 4,000; and \$2,442 for another 3,000 copies at \$842 per 1,000.

The transcript covers a hearing on the effects of TV sex and violence on children which stretched over two years: June and July 1961 and January and May 1962.

the air on either 640 kc or 1240 kc, operating with intermittent, cluster transmissions. Conelrad was established to permit radio stations to remain on the air, but to deny navigational aid to enemy airplanes which might "home" on broadcast signals.

**White House First** ■ Under a system of priorities, stations operating in the EBS will broadcast, first, the President; second, local reports; third, state and regional programs, and fourth, national reports, instructions, orders and news.

Programming details will be worked out by broadcasters and local, state and regional authorities. Presidential messages will be handled by the networks.

Notification of alerts, including authentication, will be handled as it is now—through AP and UPI teletype.

## FCC cancels CP of Peoria UHF

The FCC has cancelled the construction permit of WIRL-TV for a station on channel 25 in Peoria, Ill., and deleted the call letters.

The commission said that in May 1957 WIRL-TV was requested to file certain technical data with the agency following a grant of the construction permit. The commission said that WIRL-TV has not filed the information although it was warned that if it did not, it would be considered as a waiver to any claim to channel 25.

The commission wrote the proposed station again on March 20, 1963, to which it received unsatisfactory re-

sponse. WIRL-TV did not supply the information, nor did it indicate "any intention to construct and operate a station . . ." the commission said.

The commission said that channel 25 in Peoria is available to qualified applicants.

## Arkansas ETV group seeks 8 UHF channels

The Arkansas Educational Television Commission has asked the FCC for a rulemaking that would reserve eight UHF channels for noncommercial educational television. The Arkansas commission said the channels would be used for a network to supplement in-school instruction and general education.

Requested are channel 34 in Arkadelphia; channel 30, Batesville; channel 26, El Dorado; channel 24, Harrison; channel 52, Hot Springs; channels 17 and 23, Little Rock, and channel 19, Russellville.

## Lee asks committee for UHF radio study

The UHF radio bands (land mobile) are becoming increasingly overcrowded, FCC Commissioner Robert E. Lee said in urging that an industry-government committee be formed to study the problem.

Commissioner Lee was addressing the Manufacturers Radio Service conference of the National Association of Manufacturers, which met in Washington.

## PROGRAMING

### Paramount buys Plautus for \$5 million

#### BRODKIN FIRM TO SPREAD INTO FEATURE MOVIES

As part of its long-range plans to expand its activities in TV, Paramount Pictures Corp. last week acquired ownership of Plautus Productions, an independent production firm, in an exchange of stock transaction estimated at \$5 million.

Plautus, headed by Herbert Brodtkin, produces *The Defenders* and *The Nurses*, both of which will continue on CBS-TV next year and *Espionage*, which begins on NBC-TV in the fall. The agreement provides that Plautus will become a wholly-owned subsidiary of Paramount Pictures.

A Paramount spokesman said that Plautus will produce feature motion pictures as well as TV programs. Plautus will continue to make its headquarters in New York.

The association with Plautus gives

Paramount four hours of network programs next fall, exclusive of special shows. Paramount holds a 50% interest in Talent-Associates-Paramount Ltd., producers of *East Side, West Side*, a weekly one-hour series scheduled on CBS-TV next season.

#### Program notes . . .

**UAA sales spurt** ■ United Artists Associated reports that sales of its pre-1948 features to TV stations since January 1, 1963, increased by approximately 38% over the corresponding period of 1962. UAA does not disclose its financial figures since it is a subsidiary of United Artists Corp. Erwin H. Ezzes, executive vice president of UAA, attributed the surge in sales primarily to renewals by stations, whose

original seven-year contracts on the features are now expiring.

**Concert opens Denver pay TV** ■ Macfadden Teleglobe has reported that *The Joan Sutherland Show*, a one-hour program spotlighting the Metropolitan Opera star, will be the first pay TV show to be offered to its subscribers in Denver in July when its operation begins. The program was produced and presented in England last year.

**Harness race** ■ Walter Schwimmer Inc., Chicago, has announced plans for production of a half-hour video-tape color special, *The Hambletonian*, to be aired 7:30 p.m. Aug. 28 on a Sports Network hookup of more than 125 TV stations within two hours after the running of the famous harness race at Dequoin State Fair in Illinois. Highlights of the fair will be pre-taped with the race to be inserted after the last heat is run.

**Four Star services** ■ Four Star Distribution Corp. reports it has improved the

rating books it has been offering to TV stations and station representatives on each of its eight series. In addition to a complete ratings history of a series in relation to its competition during its network runs, Four Star now is including episode-by-episode trailers, custom-made promotional spots, bridges and introductions for each series and photographs and background material.

**New documentary firm** ■ A new film company, specializing in documentary and educational programs, has been organized by Jack L. Copeland, veteran producer. Named Jack L. Copeland Productions, the new company is located at 9301 Wilshire Blvd., Beverly Hills, Calif. The first project will be a 30-minute TV series, *It's Happening Now*, dramatizing outstanding scientific developments.

**Canyon Expanding** ■ Canyon Films of Arizona, Phoenix, has started a construction program to enlarge and improve its facilities. A new sound stage, 60 by 90 feet and 25 feet high, and a new scene dock will be among the improvements. When the expansion is completed the company will occupy 12,500 feet. New facilities will include a sound system, built and installed by Magnasync Inc. of Phoenix, and complete motion picture and sound-mixing equipment.

### Based on McClellan

CBS-TV, it was reported last week, is working on a pilot of a proposed one-hour weekly series that would be based on the investigations career of Senator John L. McClellan (D-Ark.). Michael Dann, CBS-TV's vice president in charge of programming, was said to have met with the senator and with Attorney General Robert F. Kennedy who at one time served as chief counsel for the rackets-probing Senate group.

### MGM to film Bible series

MGM-TV will produce a full-hour series, *Great Stories From the Bible*, for ABC-TV for the 1964-65 season. Henry Denker, who wrote, directed and produced *The Greatest Story Ever Told* on ABC Radio for 10 years, will be executive producer of the TV series. He has written the initial episode, to be filmed in Southern California later this year, and will also write other installments of the series.

### School bells for networks

Three National School Bell awards for network television programs will be

presented next Monday (July 1) at the National Education Association convention in Detroit.

Presentations will go to *Bell & Howell Close Up!* (ABC) for the one-hour report, "Meet Comrade Student"; *CBS Reports* for the two-part series, "Storm Over the Supreme Court," and *Hazel* (NBC) for its "Bringing Out the Johnsons" episode.

The annual awards are made in broadcasting and publishing.

### TAC to begin series on man in the street

Sixty-one TV stations belonging to Television Affiliates Corp. will cooperate in the production of a series of programs designed to obtain the opinions of the man in the street on significant issues of national import. The first program, on Governor Nelson Rockefeller's chances for the presidency, will be developed this week.

Robert Weisberg, vice president of TAC, said the series, *What America Thinks*, is the outgrowth of the recent TAC programming conference in Chicago. The proposal for such a series was made by Tom Jones, executive program director of the Triangle Stations. The suggestion was adopted unanimously. The plan will use 10 stations

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belonging to TAC to produce one and a half minutes each of a program on a particular issue. Stations will be rotated for different shows. These filmed man-in-the-street segments will be combined and edited at TAC headquarters in New York and subsequently distributed as 15-minute programs. Mr. Weisberg noted that the 15-minute portions providing a national view of particular issues can be integrated with a local live-produced program to create a half-hour show.

## Time-Life plans civil rights announcements

A series of 60-second spots for television and radio concerning civil rights, is being produced and will be distributed for a July 4 target date by the Time-Life Broadcast stations.

The announcements on "What Can the Individual American Do About Civil Rights" is Time-Life's "contribution toward impressing the American public with need for maintaining calm and a rational attitude toward potentially serious civil rights situation," according to Richard Krolik.

In a wire sent Thursday (June 20) to 17 government, religious, labor, business, educational, civic, entertainment and sports figures, Mr. Krolik said the messages would be made available to "all radio and television stations in the United States immediately."

President Kennedy will be seen in two spots taken from his June 11 address, broadcast nationally, unless time permits cutting of special announcements.

Jim Grant of Time-Life's Washington bureau has been liaison man with Pierre Salinger, White House news secretary, and Lee White, special presidential assistant on civil rights.

Arrangements with the networks to send the spots to affiliates over closed circuit is being sought by Weston C. Pullen Jr., president of Time-Life Broadcast.

Mr. Krolik said Time-Life was undertaking the public service campaign and using it as "an opportunity to show what licensees can do, without waiting for the networks."

## Jay Ward ties with CBS-TV

Jay Ward Productions, creator-producer of *The Bullwinkle Show* on NBC-TV and two syndicated series, *Fractured Flickers* and *Rocky and His Friends*, has formed an association with CBS-TV to develop new comedy program concepts for the network. The first project which CBS-TV will finance is a live comedy-variety pilot, *Inside at the Outside*, a topical wacky series aimed at the 1964-65 schedule. NRB Associates negotiated the deal.

## Seven Arts' tennis slated for CBS-TV

Seven Arts Production makes its first venture into network television programming with the production of a 90-minute sports special, "Celebrity Tennis Party," filmed in conjunction with International Video Tape Productions for use by CBS-TV on its *Sunday Sports Special*.

Participating in the special will be tennis professionals, Pancho Gonzales and Pancho Segura, who will receive cash prizes for their singles match, along with motion picture personalities Janet Leigh, Rhonda Fleming, Dean Martin and Rod Taylor, who will participate in doubles matches. A stipulated percentage of the show's earnings will go to SHARE Inc., a motion picture philanthropic organization.

The program is the second West Coast tennis production to be announced this month. KTTV(TV) Los Angeles has announced a 10-week *World Championship Tennis* series involving professional tennis players (BROADCASTING, June 10).

## 'Have Gun' sales top \$1 million in 2 months

CBS Films has completed sales amounting to more than \$1 million on the *Have Gun, Will Travel* series which was released for syndication two months ago, it was announced last week by James T. Victory, vice president, domestic sales, CBS Films.

The half-hour series has been sold to WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit, WRCV-TV Philadelphia, KPX(TV) San Francisco, WGR-TV Buffalo and WJAR-TV Providence, R. I.; KOTV(TV) Tulsa, Okla., and KSLA-TV Shreveport, La.

Mr. Victory added that a major sale to a regional advertiser in the southwest is pending and other station sales will be announced shortly.

## 'Films of the '50's' gets 200th customer

Seven Arts Associated Corp. announced last week the signing of its 200th television station to receive the *Films of the 50's* feature movie series.

KDAL-TV Duluth, Minn., became the 200th customer for the first five volumes of the series when it contracted to receive the first volume. Since the series was placed in distribution in October 1960, Seven Arts reports it has sold Volume One to 137 stations, and the subsequent four volumes have been purchased by those same 137 stations, plus an additional 63 stations.

Volume Two, released in May 1961,

has been sold in 113 markets; Volume Three, released in January 1962 has been sold in 104 markets; Volume Four, released September 1962 has been sold in 73 markets; and Volume Five, released also in September 1962, has been sold in 71 markets.

## California producers lose on tax relief

California television film producers are worried about the effects of Governor Edmund G. Brown's veto of a bill that would have exempted them from personal property taxes on the intangible value of motion pictures made for television as well as for theatrical exhibition.

Richard Jencks, president of the Alliance of Television Film Producers, said last week that the veto might put California producers at a disadvantage in competing with producers in New York.

As the state's tax rules now stand, the tax assessor is given wide leeway in evaluating both the tangible and intangible worth of a film.

"The film industry is greatly interested in this matter and very concerned about the competitive situation with producers in New York, which does not have a personal property tax," Mr. Jencks said. "This is a highly competitive business, and anything that adds to the cost of the film to a station or network or sponsor is a matter of grave concern to the producer."

He said that even producers would have a hard time agreeing on the value of a series several years old and with a half-dozen runs to its credit. One series might be virtually worthless; another with a lot of valuable life still left. "It's a much simpler task to judge the physical condition of the film than the usability of the pictures and sound that have been put on it and their dollar value at the time of assessment," Mr. Jencks stated.

Mr. Jencks pointed out that much film processing and much film storage takes place outside of California because of the state's personal property tax on completed films. Just before March, California's personal tax day, production of new motion pictures slows down almost to a standstill while producers hasten to get all completed footage out of the state before the tax man comes around.

## Film sales . . .

*Seven Arts' Volumes 1, 2, 3, 4 and 5* (Seven Arts Associated Corp.): Sold to WREC-TV Memphis, Tenn. The five-volume 211-feature package has now been sold in 30 markets.

*Bowery Boys* (Allied Artists TV): Sold to WMAR-TV Baltimore; WDSU-TV



New Orleans; KWTW(TV) Little Rock. Ark.; WHEN-TV Syracuse, N. Y.; WHEC-TV Rochester, N. Y.; WANE-TV Ft. Wayne, Ind.; WSJV(TV) Elkhart-South Bend, Ind. and WSM-TV Nashville. Now sold in 48 markets.

*Leave It to Beaver* (MCA TV): Sold to WRBL-TV Columbus, Ga.; KEZI-TV Eugene, Ore.; WLUK-TV Green Bay, Wis.; WTTV(TV) Indianapolis-Bloomington; WFBC-TV Greenville, S. C.; WBIR-TV Knoxville, Tenn.; KMOX-TV St. Louis; WRC-TV Washington; WBBM-TV Chicago and KNDO(TV) Yakima, Wash. Now in 24 markets.

*Bachelor Father* (MCA TV): Sold

to WHIO-TV Dayton, Ohio; WEAU-TV Eau Claire, Wis.; WFBC-TV Greenville, S. C.; WBIR-TV Knoxville, Tenn., and KNDO(TV) Yakima, Wash.

*Love That Bob* (MCA TV): Sold to WSOC-TV Charlotte, N. C.; WTVJ(TV) Miami and WEWS(TV) Cleveland.

*M-Squad* (MCA TV): Sold to WRBL-TV Columbus, Ga., and WJAR-TV Providence, R. I.

*Dragnet* (MCA TV): Sold to KWTX-TV Waco, Tex.; WRBL-TV Columbus, Ga.; WTTV(TV) Indianapolis-Bloomington and KTVU(TV) San Francisco-Oakland.

*Thriller* (MCA TV): Sold to KREX-TV Grand Junction, Colo.; WUSN-TV Charleston, S. C., and WSJV(TV) South Bend-Elkhart, Ind.

## Hope films bring \$750,000

Allied Artists TV Corp., New York, has announced its acquisition of seven full-length feature films from Bob Hope Enterprises. Cost of the films was reported to be \$875,000.

The Hope features include "Son of Paleface," "Lemon Drop Kid," "Road to Rio," "The Great Lover," "Road to Bali," "Seven Little Foys" and "My Favorite Brunette."

## EQUIPMENT & ENGINEERING

# ALL-CHANNEL SETS ON RISE

Sobin cites increase over '62 at EIA convention; repeal of excise tax on VHF-UHF sets to be asked

About 20% of the black-and-white television sets that will be made in the U. S. this year will be equipped to tune all VHF and UHF channels, double the proportion for 1962. It was reported last week by Morris Sobin, president of the Olympic Radio and Television Division of Lear-Siegler, Inc. and chairman of the consumer products division of the Electronic Industries Association. Nearly all new model TV sets produced this year have been adapted for easy conversion to add UHF in the field, he said.

Addressing the EIA annual convention in Chicago, Mr. Sobin said U. S. set makers are stepping up the tempo of their switch to all-channel set production even though the all-channel deadline is still 10 months away. Next April 30 by law all new TV sets shipped in interstate commerce must be able to tune the 70 UHF channels as well as the 12 VHF channels.

EIA's membership last week voted to ask Congress for repeal of the 10% excise tax on all-channel sets in view of the fact the law compels inclusion of UHF channels. Mr. Sobin observed that some buyers cannot now and may never be able to use the UHF portion of the dial even though they will be obliged as a result of the law to pay \$25-\$30 more for the extra feature in their sets. Added costs for better outside antennas also may be involved in

some cases, he said.

EIA expects to have its proposed excise tax relief legislation ready for congressional consideration next month. The topic also is to be put on the agenda of the next meeting of the FCC's committee for the full development of all-channel broadcasting. EIA hopes that the FCC will give support to the excise tax relief proposal since the commission, backed by the White House, actively supported passage of the all-channel law.

**More Stations Needed** ■ "Our industry depends heavily on the assistance of the FCC, as well as the broadcasting industry, in making the all-channel law produce the expansion of television predicted by the FCC and members of Congress," Mr. Sobin said. "Unless new UHF stations are established in substantial numbers within the next few years," he continued, "many purchasers of all-channel sets will be paying for a UHF tuner they may never have an opportunity to use."

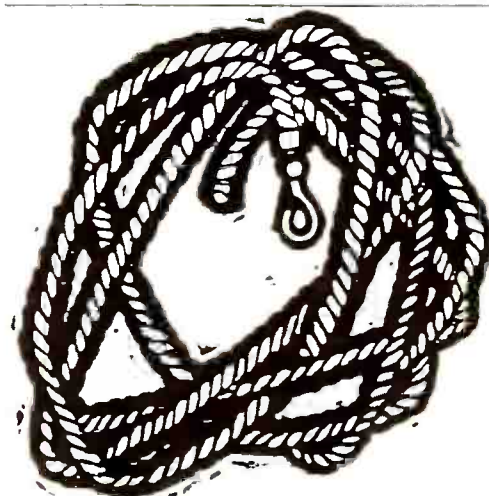
Mr. Sobin said the EIA members "recognize the chicken-and-egg relationship between broadcasters and set owners in this situation, but we believe that the government has a primary responsibility to do everything possible to increase the number of UHF stations. The responsibility is to the public, not the manufacturer." EIA will continue to cooperate in UHF development, he said.

Mr. Sobin said the current rate of all-channel set production (monochrome) is 11.5%, up from 9.2% last year. This year's eventual 20% ratio will come from increased production later in the season.

Sales Up ■ EIA President Charles F.

Horne, president of General Dynamics, Pomona, reported that factory sales for the entire electronics industry this year will top \$15 billion, a 9% increase over 1962's \$13.8 billion. The new total may push electronics into fourth place among the nation's largest industries, he said. Estimated 1965 total: \$21 billion.

The electronic consumer product factory sales total in 1963 should increase to \$2.5 billion, Mr. Horne said. In 1963 they were \$2.4 billion. Consumer goods such as radios, TV and



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phonographs have reached a plateau compared to the growth rate in past years, he noted, but encouraging new life may be seen in such products as color TV, FM stereo and phono stereo

Orphie Bridges of Arvin Industries Inc., chairman of the EIA consumer product division's radio section, noted that about one-half of all radio and TV combinations to be produced this year will receive FM stereo broadcasts. EIA also is continuing to work with the Federal Trade Commission for adequate description of "high fidelity" in sets and phonographs. EIA so far is the only group that has submitted a proposed definition to the FTC.

## Tiros VII sending cloud pictures back to earth

The seventh U. S. space cloud-watcher was sent into orbit last week and has begun televising pictures of clouds to ground stations in the United States. It is working in tandem with Tiros VI, launched in September 1962.

Tiros VII, built by RCA for the National Aeronautics & Space Administration, was put into orbit June 19 from Cape Canaveral. It is circling the earth every hour and 38 minutes about 400 miles high.

The newest electronic weatherman has two wide-angle TV cameras plus video tape for storage of the pictures. These are read-out on command from the ground. Each tape can store 32 pictures which takes about three minutes

to transmit to the ground station. At present there are only two stations capable of receiving the TV pictures—San Nicholas Island, Calif., and Wallops Island, Va.

Tiros VI has two TV cameras also, one wide angle and the other medium angle. The medium angle camera failed last December.

## Set maker raps CBS for ducking color TV

Ross D. Siragusa, board chairman of the Admiral Corp., criticized CBS-TV and the network's affiliates last week for staying out of color TV programming. He spoke before the Chicago spring conference on broadcast and television receivers of the Institute of Electrical and Electronics Engineers.

Admiral has been active in color set manufacturing.

Mr. Siragusa charged that CBS-TV and its affiliated stations "have created a major color TV blackout that is not in the public interest." The Admiral official commended NBC-TV's color efforts and noted ABC-TV has begun color broadcasting on a small scale.

## Emerson to market \$100 16-inch portable TV set

Emerson Radio Inc. announced last week introduction of, what it calls, the lowest-priced 16-inch television set ever produced entirely in the U. S.: a \$99.95 portable which represents a \$30 slash

in Emerson's price for a similar model last year. Japanese manufacturers are reported to be producing 16-inch sets priced below \$99.95.

The Emerson announcement came at the company's international convention of distributors and licensees in Miami Beach, where the company's line of 59 television sets was announced. The 16-inch portable line ranges from the \$99.95 model to a \$129.95 all-channel set. Prices in most size sets have been reduced by Emerson, which is also making the all-channel receiver available in each size. Color television sets were priced between \$499 and \$699.

## Technical topics...

**New products** ■ Kliegl Bros., New York, has announced the availability of a new line of focusable spot-floods, Lilliput Twin compact floods and Cyclorama cyc-strips. The Q-Lite spot-flood sells for \$87, the 10-pound Lilliput Twin costs \$135 and the quartz cyc-strip is priced at \$144.

**New guard system** ■ A new implosion guard system which is said to cut basic costs for television picture tube envelopes will be shown to TV tube manufacturers Thursday in Corning, N. Y., by Corning Glass Works. Corning has not disclosed details of the new development, called Shelbond, but is to explain the manufacturing process and cost estimates at the meeting.

## INTERNATIONAL

### U.S. SET ON ITS GENEVA PROPOSALS

#### Will suggest big chunk of spectrum for satellites

A total of 2,725 mc of spectrum space for satellite communications, with all but 100 mc on a share basis with point-to-point radio relay services, is the United States proposal to be submitted at the worldwide radio conference in Geneva this fall.

The U. S. also proposes to allocate 73-74.6 mc exclusively for radio astronomy in the western hemisphere only. No mention is made of the radio astronomers' demands for UHF channel 37 (603-614 mc).

Other recommendations in the U. S. position:

- Provision for the use of satellite relay stations by the aeronautical mobile service and satellite-borne aids to aeronautical radionavigation.

- Exclusive frequency bands for the radio-navigation-satellite service.

- Frequency bands for both narrow-band and wide-band meteorological satellite systems.

- A group of frequency bands throughout the spectrum for space research, all but one allocated exclusively to that service.

The research into satellite bands began in 1960 with invitations by the FCC for comments. It continued for the next three years. The position paper issued by the FCC last week came after consultation with the State Department and other government agencies.

#### CGE wins Jamaican TV transmitter contract

Canadian General Electric Co. Ltd., Toronto, has been awarded a \$200,000 contract for the Jamaican television broadcasting system. CGE said the system consists of a 150 w station at Kingston, the island's capital city, and 2 kw rebroadcasting stations at Cooper's Hill and Christiana. There will be 150 w

standby transmitters at all three points.

The Jamaican contract, won by CGE against European competition, is the second TV transmitter contract won by the company in the West Indies, the previous one being in Trinidad.

The Jamaican stations will be operated jointly by the Jamaican government; Thomson Television (International) Ltd., Glasgow, Scotland; NBC, New York; and Television International Enterprises, London, England.

#### Dutch TV set registration shows substantial rise

The number of registered television sets in the Netherlands as of May 1, 1963 was 1,401,059, an increase of 31,911 sets from the preceding month and 258,659 more than recorded in May 1962. Registered radio sets as of May 1 was 2,622,054, up 5,944 from April. According to the last count there were 466,488 rediffusion connections (radio programs via telephone connection).

The increase in the number of registered TV sets in 1962 (235,301) was

somewhat less than in 1961 (238,410). The relative increase in 1962 was 23%, higher than Belgium (16%) and Luxembourg (10%), equaling West Germany (23%), and less than France (31%) and Italy (25%). Great Britain, which has the highest TV density in Europe, showed an increase in 1962 of 5% in the number of TV sets.

Only two Dutch cities had more than 100,000 TV sets at the end of 1962. Amsterdam with 129,132, and Rotterdam with 115,017 sets.

## July decision expected on European color tests

A series of demonstrations of different color television systems proposed for general introduction in Europe has concluded. The demonstrations were organized within the European Broadcasting Union (UER).

There are three different systems still being studied in Europe, the American NTSC system, the French Secam system and the German PAL system and a final discussion of the different systems is set for London, in July.

East European countries are expected to adopt the system selected in Western Europe to establish uniform TV standards for color on the continent.

Final evaluation of previous European color television experiments and developments is planned to start in Italy under the auspices of UER.

According to German reports, UER will be under considerable time pressure at the end of this year, and there is some hope that the pressure will result in a speeding up of decisions. There are already strong German industry voices calling for an acceleration of color TV developments in the light of deteriorating black-and-white markets.

## New Zealand proposes out for 'poor' U.S. TV films

Plans to build full-scale television studios by the New Zealand Broadcasting Corp. in each of the Dominion's four main centers were outlined by A. E. Kinsella, minister of broadcasting, when he recently addressed a meeting of the New Zealand Opera Societies in Wellington.

Mr. Kinsella said TV hoped to get more and more into the field of local-live entertainment as studio facilities increased. Filmed programs are all very well in a way, but the corporation was finding a high proportion of programs produced overseas are of such low quality that they are unacceptable to New Zealand's audiences.

Even though 80% of the U. S. programs submitted to the NZBC are rejected because of their "downright poor quality," Mr. Kinsella said New Zealand would probably always have to

rely on overseas productions since TV is such a voracious consumer of material and he thought it wouldn't ever be possible for the Dominion to supply a full-New Zealand program week after week.

## U.S. radio-TV newsmen will instruct Africans

Four American journalists will spend the months of July and August instructing their African counterparts in radio and TV news reporting and production under the auspices of the African-American Institute.

Conducting the series will be Mal Goode, ABC News' United Nations bureau correspondent; Burton Marvin, dean of the William Allen White School of Journalism at the University of Kansas; John McCormally, editor of the *Hutchison (Kan.) News*; and Dr. Sidney W. Head and Mrs. Margaret E. Pollard of the AAI staff.

The seminar-workshops will be held in three regional centers for two weeks each: Addis Ababa, Ethiopia, July 8-21; Dar Es Salaam, Tanganyika, July 29-Aug. 10; and Lagos, Nigeria, Aug. 19-30.

## Abroad in brief...

**FM stereo delay** ■ Despite heavy pressure from the West German industry, radio stations have decided not to introduce stereophonic broadcasting in August on a general basis. Original plans called for the introduction of stereo radio in West Germany in August, on occasion of this year's national radio show. Nevertheless, the set manufacturer plan to make stereo radio one of the major attractions of the 1963 Radio Show (Aug. 30-Sept. 8, in Berlin).

**CBC sells shows** ■ Canadian Broadcasting Corp., Toronto, Ont., has sold 26 dramas of the series *General Motors Presents* and the Gilbert and Sullivan operetta *H.M.S. Pinafore* to the New Zealand Broadcasting Corp. This is the

first sale of filmed productions by the CBC to New Zealand. The 26 dramas appeared on CBC-TV in 1959-1961. The *H.M.S. Pinafore* film had previously been sold by CBC to the British Broadcasting Corp., National Broadcasting Co. and the Australian Broadcasting Commission. CBC also announced sale of another Gilbert and Sullivan operetta, *The Gondoliers*, to the BBC.

**Two networks in Poland** ■ According to government plans, there will be two separate Polish television networks in operation in 1966. The two networks will have a production capacity of 90 program hours per week with color television introduced by 1970.

**More sets** ■ The number of television sets delivered to dealers by British manufacturers in April was 85,000, an 18% increase over April 1962. Total deliveries of TV sets in the first four months of this year was 451,000, a 22% increase over the same period last year.

## Australian TV stations buy 2,500 hours of shows

ABC International Inc. has bought more than 2,500 hours of programming, including some first-run 1963-64 series, for its two associated TV stations in Australia, it was announced last week.

ABC International, serving as representative of News Ltd. of Australia, operator of channel 9 in Adelaide and channel 4 in Sydney, bought the following programs: *The Greatest Show on Earth*; *the Phil Silvers Show*; *The Outer Limits*; *The Fugitive*; *Burke's Law*; *Redigo*; *The Breaking Point*; *East Side, West Side*; *Grindl*; *The Farmer's Daughter*; *The Glynis Johns Show*; *Hollywood Story*; *Wide World of Sports* and ABC News documentaries.

ABC International owns a small interest in News Ltd. of Australia. It has an association with 48 stations in 20 nations and serves primarily as a program and sales rep in the U. S.

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BROADCAST ADVERTISING



Mr. Cooper



Mr. Strock



Mr. Scannell

**E. E. Cooper, C. L. Strock and Thomas F. Scannell Jr.**, all former VP's at Klau-Van Pietersom-Dunlap, Milwaukee, last week announced formation of new agency there, Cooper, Strock & Scannell Inc., to

provide complete marketing communication services. New Milwaukee agency's address is 757 N. Broadway; telephone: Broadway 6-4712. At same time Klau-Van Pietersom-Dunlap announced following promotions: **Ralph S. Cavan**, from associate creative director to VP; **G. Edward Heinecke**, from group manager to VP; **Robert W. Hora**, from executive art director to VP; **Daniel R. Makowski**, from group manager to VP; **Ray L. Pierson**, from controller to treas-

urer. Messrs. Heinecke, Makowski and Pierson fill posts vacated by Messrs. Cooper, Strock and Scannell, resigned.

**Ronald G. Hoff** and **Phillip L. Tomalin** elected VP's of Ogilvy, Benson & Mather, New York. Mr. Hoff, formerly with J. Walter Thompson, joined OBM in September 1960 and was appointed copy group head last February. Mr. Tomalin joined agency in 1956 as business manager of broadcast department. He was formerly with The Biow Co.

**William D. Gargan Jr.**, manager of Kenyon & Eckhardt, Los Angeles, elected vice president.



Mr. Schwed

**Warren W. Schwed**, VP for public relations and merchandising services of Grey Adv., New York, elected president of agency's newly formed independent subsidiary firm, Grey Public Relations Inc., which becomes operative on July 1. Mr. Schwed has been with Grey since 1959 and earlier was with Carl Byoir & Associates, *Newsweek*, United Press.

**Larry W. Scott**, formerly a principal of Hill, Rogers, Mason and Scott, joins R. Jack Scott Inc., Chicago advertising

and public relations agency, as executive VP and principal. Other new principals are **Thomas P. O'Connell** and **Lou Sargent**. Agency's new name is Scott and Scott Inc.



Mr. Matson



Mr. Tuzin

**Kenneth A. Harris** elected VP in charge of advertising; **Oliver F. Matson**, VP for sales, and **C. F. Tuzin**, VP in charge of operations, for Kitchens of Sara Lee (bakery), Deerfield, Ill. Mr. Harris, formerly of W. B. Doner and Earl Ludgin & Co., joined Sara Lee in 1954 and shortly thereafter was named director of advertising. Mr. Matson joined Lee in 1958 as sales manager from Ekco Products Co., Chicago. He was appointed national sales manager in 1962. Mr. Tuzin joined Lee in 1959 and was named director of operations last year.



Mr. Harris

**Frank Regalado**, broadcast media director, appointed director of media services for McCann-Erickson Inc., San Francisco. **Marion Monahan** appointed radio-TV director in that office.

**John J. Poister** elected senior VP for client services at Fuller & Smith & Ross, New York. **Peter F. M. Stewart** succeeds Mr. Poister as VP and group supervisor on Alcoa account. Mr. Stewart was previously account management group head at BBDO.

**Victor Armstrong**, senior VP and director Kenyon & Eckhardt, New York, resigns to become principal in Allen, Murden & Nystrom Inc., international public affairs and marketing consultants. Firm's name has been changed to Allen, Murden, Nystrom & Armstrong. Mr. Armstrong had been with K&E for nine years in Detroit and New York.



Mr. Armstrong

**E. Christian Schoenleb**, former brand manager with Pet Milk Co., joins Needham, Louis & Brorby, Chicago, as account executive. **Charles P. A. Frankenthal**, assistant account executive at NL&B, promoted to account executive.

**H. P. Halpern**, radio-TV director of

4-A's post 1963-64 roster of committee chairmen

Appointments of chairmen and vice-chairmen of 1963-64 committees of American Association of Advertising Agencies announced as follows: broadcast media — **Ruth Jones**, J. Walter Thompson



Mr. Weaver



Mr. Miller



Miss Jones

Co., chairman, and **Louis J. Nelson**, Wade Adv., vice-chairman; television and radio administration—**David Miller**, Young & Rubicam, chairman, and **Hildred Sanders**, Honig-Cooper & Harrington and **Harold J. Saz**, Ted Bates & Co., vice-chairmen; broadcast policy — **Sylvester L. Weaver**, McCann-Erickson, chairman and **Richard A. R. Pinkham**, Ted Bates & Co., vice-chairman.

Client service—**Edward L. Bond Jr.**, Young & Rubicam, chairman and **Allen F. Flouton**, Compton Adv., vice-chairman; government, public educator relations—**Clint E. Frank**, Clinton E. Frank Inc., chair-

man and **Carl W. Nichols**, Cunningham & Walsh, vice-chairman; media policy—**William A. Marsteller**, Marsteller Inc., chairman and **William E. Chambers Jr.**, Foote, Cone & Belding, vice-chairman.

International advertising—**Lyle W. Funk**, BBDO, chairman and **Arthur A. Dron**, Gotham-Vladimir Adv., vice-chairman; research—**Donald W. Kanter**, Tatham-Laird, chairman and **William M. Weilbacher**, C. J. LaRoche & Co., vice-chairman; fiscal control—**William E. Hatch**, Ted Bates & Co., chairman and **John F. Whalley**, Needham, Louis & Brorby, vice-chairman.

Winius-Brandon Co., St. Louis advertising-public relations agency, appointed account executive. **George R. Bishop** to senior media director, and **Evelyn Langan** appointed radio-TV director.

**Murray Hillman** and **David Ricaud** elected senior VP's of McCann-Erickson, New York. Mr. Hillman, with company since 1954, is in charge of account planning and is member of board of management. Mr. Ricaud, who has been with M-E since 1953, has been appointed senior VP in charge of account services at home office.



Mr. Stetzer

Raymond Stetzer elected president of Revlon Research Center, newly formed subsidiary of Revlon for product development. Mr. Stetzer joined cosmetic firm as chief chemist in 1943 and was elected vice president in 1955.

**Robert M. Oksner**, with McCann-Marschalk, joins Doherty, Clifford, Steers & Shenfield Inc., New York, as VP and group copy supervisor.

**Marc Epstein**, account supervisor at Ted Bates & Co., elected VP.

**Ardath Wharton** promoted to media buyer at North Adv., Chicago. Before joining agency year ago she was with Tatham-Laird there.

**Alfred S. Moss**, former senior vice president of Kastor, Hilton, Chesley, Clifford & Atherton, elected vice president in charge of client services for Friend-Reiss Adv., New York.



Mr. Waldman

**Martin G. Waldman**, account supervisor in radio-TV department of Young & Rubicam, New York, resigns to become president of Communication Planners Inc., his own public relations and communications counseling company. Mr. Waldman was supervisor on Borden, Procter & Gamble, General Cigar and Drackett accounts. Before joining Y&R in 1954, he was chief writer for television documentary unit of City of New York and producer-director for WNYC-TV New York.

**E. G. Harness**, manager of Procter & Gamble's toilet goods division, named manager of paper products division. Mr. Harness joined P&G's advertising department in 1940, was appointed manager of advertising department in soap products division in 1960 and manager of toilet goods division in 1962. He succeeds **H. S. Cole**, VP,

## NCTA elects full complement of directors

The following persons were named to board of directors of National Community Television Association at organization's 12th annual convention June 12 in Seattle.

Elected to 3-year terms:

**George J. Barco**, Meadville Master Antenna Inc., Meadville, Pa.; **Benjamin J. Conroy Jr.**, Uvalde TV Cable Corp., Uvalde, Tex., retiring NCTA secretary; **Douglas B. Danser**, General Television Systems Inc., Naples, Fla.; **Bruce Merrill**, Antennavision Inc., Phoenix, Ariz.; **J. Leonard Reinsch**, Miami Valley Broadcasting Inc., and executive director of Cox broadcasting stations,

Atlanta, Ga.; **Franklin R. Valentine Jr.**, CAS Management Co., Dallas, Tex.; **Ralph L. Weir Jr.**, Junction City Television Inc., Junction City, Kan.

Elected to 2-year term:

**Harold Harkins**, Belington TV Cable Corp., Webster Springs, W.Va.

Elected to 1-year terms:

**Charles W. Fibley Jr.**, Corning Community TV Corp., Corning, N. Y.; and **William R. Maginnis**, Yreka Television Co., Yreka, Calif.

**Fred J. Stevenson**, president of Rogers TV Cable Inc., Rogers, Ark., was elected NCTA chairman (FATES & FORTUNES, June 17).

paper products division, who has announced retirement effective July 31.

**M. P. Link**, manager of advertising department in household soap products division, named to succeed Mr. Harness as manager of toilet goods division. **E. H. Lotspeich**, brand promotion manager of household soap products division, becomes manager of advertising department in same division.

**Edward Hutshing**, former account executive and PR director at KSV&R, joins Rogers & Cowan, New York public relations firm, as special executive on Four Star Television account.

**Derrell Childs**, a certified public accountant and former partner in Dallas-based accounting firm of Holloway and Childs, joins Jack Wyatt Co., Dallas and New York advertising and public relations firm, as comptroller and business manager.

**Leland D. Breckenridge** and **Benjamin S. De Young** appointed product managers in toilet articles division of Colgate-Palmolive Co., New York. Mr. Breckenridge, formerly assistant product manager in Colgate Dental Cream

group, joined company in November 1962. Mr. De Young was assistant manager on Lustre-Creme products.

**David Horn**, copywriter with Benton & Bowles Ltd., London, joins Kudner Agency, New York, in similar capacity.

**Harold E. Ballmann**, in media department of BBDO, Los Angeles, elevated to media director in that office.

## THE MEDIA



Mr. Fitzpatrick

**Horace S. Fitzpatrick**, VP-general manager of WLSL-TV Roanoke, elected president of Virginia Association of Broadcasters, succeeding **Hamilton Shea**, president-general manager of WVA-AM-FM-TV Harrisonburg, who moves to association's board of directors. Other officers elected are **Arthur M. Gates**, WYVE Wytheville, VP; and **Robert Lambe**, WTAR-AM-FM-TV Norfolk, secretary-treasurer.

**John A. de Waal**, with CBS-TV network sales in Chicago, transfers to TV

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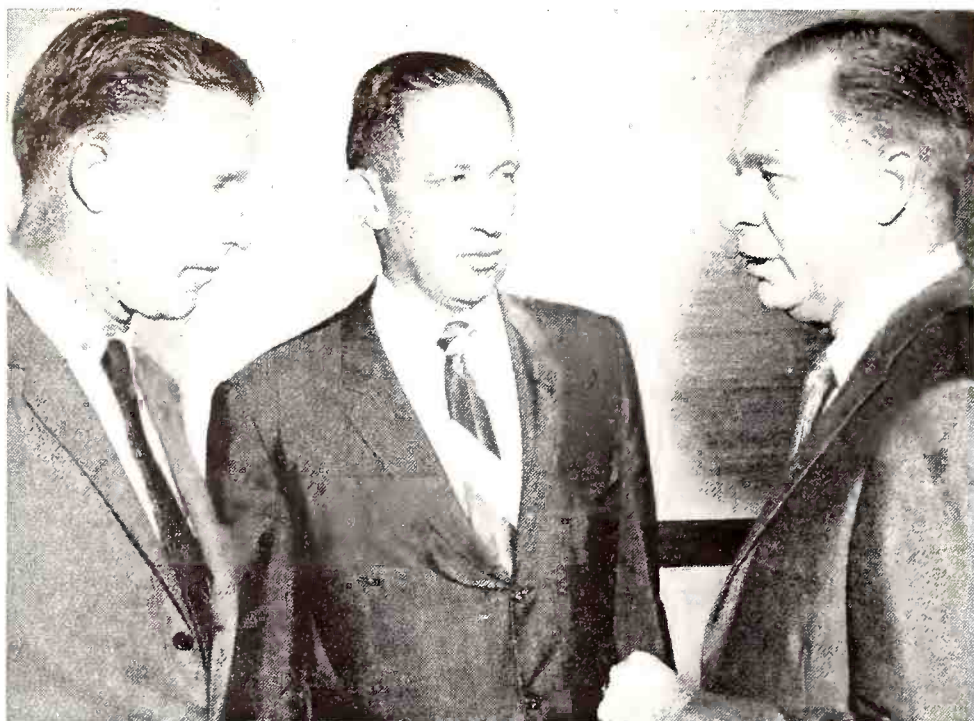
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## ATAS's New York chapter shows no favoritism

Agency executive, producer and newsman are represented in newly-elected officers of the New York chapter of the National Academy of Television Arts and Sciences. (L-r): **Richard A. R. Pinkham**, Ted Bates

& Co., ATAS chapter's second VP; **Royal E. Blakeman**, Telecast Enterprises (*I've Got a Secret* and *The Merv Griffin Show*), ATAS chapter's president, and **Ron Cochran** with ABC News, elected first VP.

network's sales division in New York as account executive.

**Phil Brestoff**, general sales manager of KABC-AM-FM Los Angeles, elected vice president and general sales manager of KBLA Burbank, Calif.



Mr. Brestoff

**Jack A. Graham**, general manager of KGUD-AM-FM Santa Barbara, Calif., resigns to become VP and office manager of San Francisco branch of J. A. Lucas Co., radio sales representative organization.



Mr. Brew

**James (Ted) Brew**, radio account executive with Adam Young Inc., elected VP of Connecticut - New York Broadcasters Inc., owner of WIC-AM-TV and WJZZ(FM) Bridgeport, Conn. Mr. Brew, who will make his headquarters in New York, is former media supervisor in charge of network department at BBDO, New York.

**Paul Goldstein** appointed account executive at WMAL-AM-FM Washington.

**Arch L. Madsen**, president of KSL-AM-FM-TV Salt Lake City, elected to board of directors and appointed assist-

ant to president of Queen City Broadcasting Co., licensee of KIRO-AM-FM-TV Seattle, Wash.

**Dale W. Stevens** named manager of Robert E. Eastman & Co.'s Chicago office. Mr. Stevens has been with Eastman since 1959.

**Doug Zink** appointed operations manager of WIRE Indianapolis, Ind. **Mike Ahern** named WIRE news supervisor and sports director.



Mr. Buschgen

**William C. Buschgen**, in sales and research with NBC for 25 years and most recently with NBC Radio Spot Sales in Chicago, appointed Chicago sales manager of Broadcast Time Sales Inc., national radio sales representatives.

**Martin E. Goldberg**, director of research for H-R Television Inc. and H-R Representatives for past seven years, elected VP. Mr. Goldberg will continue as research director of two firms while assuming research responsibilities for H-R Facts, companies' new electronic data processing division.

**Bill McCreary**, host of *Night Beat* program on WWRL New York, assumes added duties as night program manager.

**Roland W. Horn**, formerly of WERA Plainfield, N. J., joins New York sales staff of McGavren-Guild Co., radio-TV sales representatives.



Mr. Grant

**William Grant**, formerly president and general manager of KOA-AM-FM-TV Denver, elected board chairman of Metropolitan Television Co., licensee of KOA-AM-FM-TV and KOAA-TV Pueblo, Colo. Mr. Grant succeeds **Thomas Campbell**, who resigned as chairman but will remain as board member. **Quigg Newton** was elected to company's board of directors. **Ralph Radetsky**, recently named MTC president and general manager, will remain in that capacity.

**John W. Doscher**, eastern sales manager of Metro Broadcast Sales, New York, for past two years, appointed national sales manager of WLBW-TV (ch. 10) Miami, with headquarters in New York. Prior positions held by Mr. Doscher were with Television Advertising Representatives (TVAR), where he was an account executive from 1959-61, and with John Blair & Co., radio sales.



Mr. Doscher

**Russell W. McCorkle** appointed to

## EIA returns Horne



Mr. Horne

**Charles F. Horne**, president of General Dynamics / Pomona, Pomona, Calif., re-elected president of Electronic Industries Association in Chicago Thursday at close of annual convention. **James D. Secrest** was re-elected executive VP and secretary and **Leslie F. Muter**, Muter Co., continues as EIA treasurer. EIA post of senior VP continues open following resignation of **Robert S. Bell**, Packard-Bell Co., who also was VP of EIA consumer products division. **M. W. Kraemer**, Sylvania Electronic Products, was elected VP of EIA tube division.

EIA Medal of Honor was presented to **L. Berkley Davis**, vice president of General Electric Co. and general manager of GE's electronic components division at Owensboro, Ky.

newly created post of assistant controller for Group W, Westinghouse Broadcasting Co., New York.

**Robert R. Pauley**, president of ABC Radio, appointed co-chairman of radio-TV division for 1963 fund-raising drive of Visiting Nurse Service of New York.

**Warren Anderson**, formerly of KVIL Dallas, joins announcing staff of WFAA-AM-FM Dallas-Fort Worth, Tex.

**Richard J. Cassidy**, formerly of ABC, elected treasurer of John J. Henderson & Associates, New York research firm. Mr. Cassidy succeeds **Frederick C. Kendall**.

**Ben D. Kiningham** joins sales staff of WINI Murphysboro, Ill.

**William K. Fallon**, radio sales representative with The Katz Agency for past four years, joins midwest sales division of Mutual Broadcasting System, Chicago, as account executive.



Mr. Fallon

**Ken Fairchild**, news director of KTRH Houston, appointed director of public affairs. **Jim Criswell**, formerly of editorial staff of *Houston Post*, joins KTRH as news director.

**Bruce J. Bloom** appointed director of educational community relations for WHYY-TV (ch. 35) Philadelphia.

**Charles L. Hinshaw**, account executive at KREM-TV Spokane, appointed executive director of Washington State Republican Finance Committee. He succeeds **Calvin H. Douglas** of Seattle, who resigned to join Franklin Institute in Philadelphia.

**Larry K. Justice**, former music director and air personality at WPGC-AM-FM Morningside-Oakland, Md., joins

### WSAAA elects Bowes

**Charles Bowes**, president of Charles Bowes Adv., Los Angeles, elected president of Western States Advertising Agencies Association for 1963-64, succeeding **Marvin Cantz**, who becomes board chairman. Other WSAAA officers elected are **Robert C. Frojen**, Robert C. Frojen & Associates, first VP; **Kay Inouye**, Kay-Christopher Adv., second VP; and **James De Santis**, James De Santis Adv., secretary-treasurer. Members of WSAAA board of directors are **Macy Baum**, **Dick Getz**, **Clifford Gill**, **Don Jenner**, **Paul Mitchell**, and **Ted Neale Jr.**

WIBG-AM-FM Philadelphia as production director and air personality. Mr. Justice replaces **John Mahan**, who resigned to join Epic Records.



Mr. Garten

**C. Tom Garten**, VP and general manager of WSAZ-TV Huntington, W. Va., elected president of Huntington Chamber of Commerce. Mr. Garten, former president and secretary of West Virginia Broadcasters Association, began his career with WSAZ in 1946.

**Diane Halbert**, staff writer for BROADCASTING Magazine since 1960, joins WNEW New York as assistant publicity director.

**George Sachs**, research director of *Family Circle* Magazine, elected president of Media Research Directors Association for 1963-64 term. Mr. Sachs succeeds **Teresa Cohalan**, *American Home*, as president.

**Joe Agnello** joins directorial staff of KHJ-TV Los Angeles.

**Richard Stokvis**, student at Syracuse University, joins staff of KDKA-AM-FM Pittsburgh under provisions of Westinghouse Broadcasting Co.'s on-the-job training program.

**Tommy R. Stillwagon**, general manager of WHOL Allentown, Pa., joins WFBG-AM-FM Altoona, Pa., in newly created position of assistant to general manager in charge of operations for the station.



Mr. Stillwagon

**Robert L. Strickling**, former Phoenix branch manager for U. S. Leasing Corp. and previously with Forjoe & Co. and The Bolling Co. in Los Angeles, joins sales staff of KGLM Avalon (Catalina) and KBIG(FM) Los Angeles, both California.

**Ivan Ladizinsky** and **Frank Maguire** appointed co-producers of *Flair Reports*, to begin July 1 on ABC Radio.

**Bernie Carey**, formerly of KATU-TV Portland, Ore., appointed to newly created post of production supervisor at KIRO-TV Seattle.

**Jean Vetter** joins traffic department of KLAC-AM-FM Los Angeles.

### INTERNATIONAL

**Gary Kay** appointed assistant program manager of ABC International Television Inc., the worldwide subsidiary of American Broadcasting-Para-



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## AFA returns Head to chairmanship for 2d term

**George W. Head**, advertising and sales promotion manager of National Cash Register Co., Dayton, Ohio, re-elected to second term as chairman of Advertising Federation of America last week at



Mr. Head

federation's 59th annual convention in Atlanta. Other newly elected officers are **Dr. Melvin S. Hattwick**, Continental Oil Co., Houston, first vice chairman; **Lee Fondren**, station manager of KLZ Denver, second vice chairman; **Harriet Raymond**, Celanese Plastics Co., New York, secretary; and **Samuel Thurm**, Lever Brothers Co., New York, treasurer. Elected VP's were **William K. Beard**, Associated Business Publications, New York (representing affiliated associations), and **Charles Farran**,

The Griswold-Eshleman Co., Cleveland (representing AFA company members).

**Irene D. Clough**, assistant special events director for *Philadelphia Bulletin*, was elected chairman of Council on Women's Advertising Clubs. **William W. Knight**, president of Knight Adv., Columbus, Ohio, was re-elected chairman of federation's Council on Advertising Clubs (men), and **Donald A. MacDonald**, *The Wall Street Journal*, and **Gerald T. Connors**, Weyerhaeuser Co., were re-elected vice chairmen of council. By holding these offices, Miss Clough and Messrs. Knight, MacDonald and Connors automatically become VP's of AFA.

**Wilbur G. Kurtz Jr.**, of the Coca-Cola Co., Atlanta, was elected to one-year term as chairman of AFA council of district managers, a newly created position. Simultaneously, Mr. Kurtz was elected to executive committee of the federation's board of directors.

mount Theatres, which is associated with 48 radio-TV stations outside the U. S.

**Ray Arsenault**, former producer at CFTO-TV Toronto, appointed director of broadcast services for Breithaupt, Milson & Benson Co., Toronto advertising agency.

**George Davies**, operations manager of CKGM Montreal, appointed manager of sound division of Maisonneuve Consulting Co., that city, a subsidiary of corporate owner of CKGM, established to do syndication and production of Canadian-content radio programs.

**Peter Lord**, sports producer with BBC West Region for past four years, appointed to BBC's Australian-New Zealand office in Sydney to help provide TV services with facilities and program material. Mr. Lord will also assist in sales of select programs to Australia and New Zealand under guidance of BBC Enterprises in London.



Mr. Fleck

**Robert I. Fleck**, television producer for automotive, packaged goods and institutional accounts, appointed radio-television director of BBDO of Canada Ltd., Toronto.

**Harry Friedman**, VP in charge of European operations for Music Corp. of America, resigns to become VP of Ashley-Steiner-Famous Artists, inter-

national talent agency, with headquarters in London. Mr. Friedman, a 21-year veteran of MCA, will function as key coordinator for agency's clients in England and European continent.

## PROGRAMING



Mr. Oken

**Murray Oken**, eastern division manager of Trans-Lux Television Corp., New York, appointed to newly created post of national sales manager for company, a distributor of syndicated programs and feature motion pictures for television. Mr. Oken joined Trans-Lux in 1957 as manager of its midwestern region office. He subsequently became western division manager and several years later, eastern manager.

**Steve Shagan**, formerly of Charles Schlaifer Agency, assigned to Universal Pictures account, joins Llenroc Productions as executive assistant to Mel Shavelson, producer.

**Stanley R. Jaffe** appointed to newly created post of executive assistant to Thomas D. Tannenbaum, VP in charge of TV production and packaging for Seven Arts Associated Corp. Mr. Jaffe, who has been with Seven Arts for past year, will operate out of company's New York office, coordinating TV producing organization with networks and advertising agencies.

**Rudy J. Vlasak**, technical operations manager of Graff, Reiner and Smith Associates, appointed supervising engineer for technical operations of Theatre-Vision Color Corp., Beverly Hills, Calif.

**Leonard Freeman**, film and TV producer-writer, has been signed by MGM-TV to develop properties, create his own shows and write for current series.

## NEWS

**Marvin Conrad**, formerly of KRDO Colorado Springs, named news director of KIXL Dallas. He succeeds **Clate Holm**, who moves to station's local sales staff as account executive.



Mr. Neal

**Bruce Neal**, assistant news director of KXOL Fort Worth, elected president of Texas Associated Press Broadcasters Association. Mr. Neal, member of KXOL news staff for six years, has served as secretary-treasurer of association for past two years.

**Richard Bradley** joins news staff of wsoc-TV Charlotte, N. C.

**Warren Herring**, membership and public relations director of Greater Chattanooga Chamber of Commerce, joins news staff of WRCB-TV, that city.

**Edward M. Fouhy**, news director of WBZ-AM-FM Boston, appointed news director of WBZ-TV. **Ronald E. Mires**, director of news and public affairs for WHAM Rochester, N. Y., joins Westinghouse's Boston outlet as radio news director, replacing Mr. Fouhy. Mr. Mires is former news director and assistant manager of WITH Port Huron, Mich. Mr. Fouhy joined Westinghouse in June 1959 as TV news editor. Shortly thereafter he moved to WBZ radio news department, was promoted to news supervisor in November 1960, and named radio news director last July.



Mr. Fouhy



Mr. Mires

**Paul Udell**, newsman at KNX Los Angeles for past four years, joins news staff of KNXT(TV), that city, as field reporter. Both stations are CBS-owned.

**William C. Matney Jr.**, with *Detroit News* for past two years and before that managing editor of Detroit's *Michigan Chronicle* for ten years, joins Chicago staff of NBC News as reporter-news-caster on WNBQ(TV) and WMAQ there.



## EQUIPMENT & ENGINEERING

**Frank B. Sobieralski** elected VP in charge of administration and business development for CBS laboratories division. For past four years he was partner of Cresap, McCormick and Paget, New York, management consultants.

**David E. Daly** appointed manager of advanced product planning for RCA Sales Corporation. Mr. Daly, an RCA field representative in southwestern and southeastern regions for past ten years, succeeds **Allan Buxton Mills**, who has retired after 40 years with RCA's home instrument activities.

**Irving Koss**, general manager of E. F. Johnson Co., Waseca, Minn., electronics manufacturer, elected VP.

**J. F. Graham**, formerly of Page Communications Inc., joins Erco Radio Laboratories, Garden City, L. I., N. Y., designers and manufacturers of radio communications equipment, as director of marketing.



Mr. Graham

**Lawrence W. King**, former general sales manager for Transitron, appointed marketing manager for National Tran-

## WBA elects Rosenthal

**Jack Rosenthal**, general manager of KBBS Buffalo, KRAL Rawlins and KASL Newcastle, elected president of Wyoming Broadcasters Association at annual meeting last week in Torrington. Other officers elected are **Kermit G. Kath**, KGOS Torrington, VP; **Tony Kehl**, KVOW Riverton, treasurer; and **Bill Thompson**, KWYO Sheridan, secretary. New directors are **Merlyn J. Hedin**, KPOW Powell, and **Larry Birleffi**, KFBC Cheyenne. At meeting of Wyoming Associated Press Broadcasters Association, held in conjunction with WBA, **Leo Morris**, president and general manager of KVWO-AM-FM Cheyenne, was elected president, and **Bob Leeright**, AP's Cheyenne correspondent, was re-elected secretary.

sistor, subsidiary of International Telephone & Telegraph Corp., Lawrence, Mass. He will be responsible for all sales and marketing activities of company.

**Karl R. Wuensch** named manufacturing manager for electronics products division of Corning Glass Works, Ra-

leigh, N. C. He is succeeded by **William F. Neuman**, manager of Corning plant in Greencastle, Pa. In other divisional appointments, **Norman M. Edelson** was named manager of product process development for micro-circuits.

## ALLIED FIELDS



Mr. Surrick

**John E. Surrick**, manager of WPEN-FM Philadelphia, resigns to form his own radio-TV station brokerage firm, Surrick Associates, with headquarters in Philadelphia. Mr. Surrick had been development manager and later national sales manager for Consolidated Sun Ray Stations when company owned WSAI Cincinnati and WALT Tampa, Fla. He previously was sales director of WFIL-AM-TV Philadelphia and general manager of WFBR Baltimore.

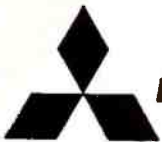
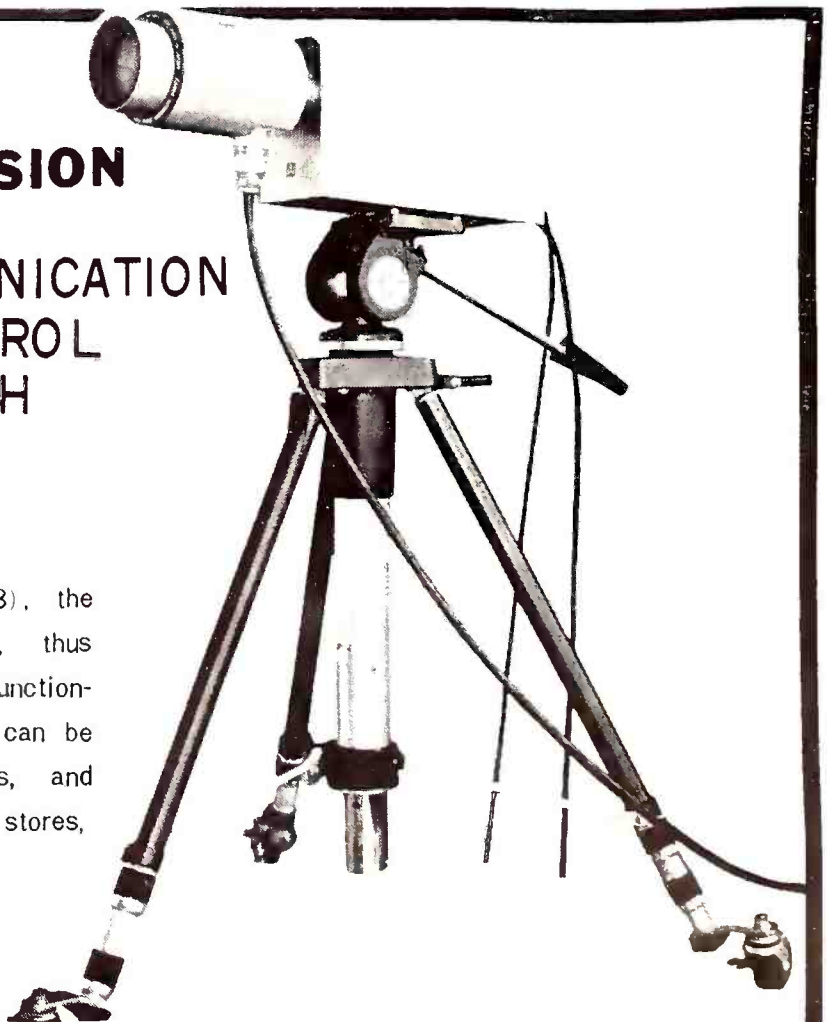
**Ken R. Dyke** elected senior VP of Smith, Dingwall Associates, executive recruiting firm, New York. Mr. Dyke was formerly VP and assistant to president of Young & Rubicam; administrative VP in charge of programs at NBC; and advertising director of Colgate-Palmolive Co.

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## DEATHS

**Victor Frank Ridder**, 77, head of Ridder chain of newspapers and broadcast stations, died June 14 of heart attack at his home in New York City. Ridder stations are WDSM-AM-TV Superior, Wis.-Duluth, Minn., 26.5% of WCCO-AM-TV Minneapolis-St. Paul, and KSDN Aberdeen, S. D. Ridder newspapers include *New York Journal of Commerce*, *St. Paul Pioneer Press* and *Dispatch*, *Duluth Herald* and *News Tribune*.



Mr. Ridder

**Willard Van der Veer**, 68, veteran cameraman, died June 16 of heart attack. Beginning his career at 18 in Vitagraph era, he was a battle photographer for Army Signal Corps. in World War I and subsequently was official cinematographer for arctic and antarctic expeditions headed by Admiral Richard E. Byrd. Mr. Van der Veer worked for both Paramount and Pathe Newsreels on assignments in all parts of world. In recent years he had been

## AFTRA adds nine to board

Nine members of Los Angeles chapter of American Federation of Television and Radio Artists have been elected to national AFTRA board of directors. They are **Les Tremayne**, **Lyle Talbot**, **Harry Von Zell**, **Jay Jostyn**, **Willard Waterman**, **Ralph Moody**, **Gene Lanham**, **Joe Yocum**, and **Forrest Lewis**. The nine were elected for three-year terms and will take office at national AFTRA convention to be held in Los Angeles starting July 10.

director of photography for television division of Warner Brothers.

**Mark Larkin**, 74, veteran publicist of Hollywood and New York, died June 13 following heart attack. Mr. Larkin was associated with Duane Jones for number of years and also operated his own PR agency both there and in Hollywood.

**Alice Friberg**, women's director of WCYB-AM-TV Bristol, Va., died June 20

after long illness. She was widely known for series on cancer, *The Great Detection*, which has appeared on stations in all parts of U. S. and Canada. Miss Friberg had undergone cancer operation in 1960.

**Cal J. McCarthy**, 80, retired executive VP and treasurer of Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan), New York, where he helped develop original B.O. (body odor) theme for Lever Brothers' Lifebuoy soap, died June 15 of cerebral hemorrhage at his Trumbull, Conn. home. It was in early 1930's, when many businesses were going bankrupt, that Mr. McCarthy helped coin B.O. theme. He initiated Al Johnson radio show, with Lifebuoy as sponsor, and Edward G. Robinson show sponsored by Rinsco.



Mr. McCarthy

**Arleth Boyd Haeberle**, director of women's activities and on-the-air personality at WCCO-TV Minneapolis-St. Paul, died June 12 after a short illness

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 13 through June 19 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

**Abbreviations:** DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw.—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

### New TV stations

#### ACTION BY FCC

\*Bowling Green, Ohio—Bowling Green State University. Granted CP for new TV on UHF channel 70 (806-812 mc); ERP 10.1 kw vis., 5.5 kw aur. Ant. height above average terrain 117 feet, above ground 157 feet. Estimated construction cost \$74,070; first year operating cost \$26,950. P. O. address c/o Ralph G. Harshman, president Bowling Green. Geographic coordinates 41° 22' 33" N. Lat., 83° 38' 28" W. Long. Type trans. RCA TTU-1B, type ant. RCA. Studio and trans. location both Bowling Green. Consulting engineer Robert F. Kissinger, Bowling Green. Principals: board of trustees. Applicant owns \*WBGU(FM). Action June 14.

#### APPLICATIONS

Wilmington, Del.—Rollins Broadcasting Inc. UHF channel 83 (884-890 mc); ERP 280 kw vis., 157.6 kw aur. Ant. height above average terrain 334.4 feet, above ground 285 feet. P. O. address c/o O. Wayne

Rollins, 414 French Street, Wilmington. Estimated construction cost \$600,100; first year operating cost \$360,000; revenue \$350,000. Studio and trans. locations both Wilmington. Geographic coordinates 39° 48' 12" N. Lat., 75° 37' 42" W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-52H. Legal counsel Cohn & Marks, Washington. Consulting engineer G. R. Chambers, Wilmington. Principals: O. Wayne Rollins and John W. Rollins (66 2/3% and 33 1/3% respectively). Applicant owns WGEE Indianapolis, WBEE Chicago, WAMS Wilmington, WJWL Georgetown, Del., WPTZ(TV) Plattsburgh, N. Y., WEAR(TV) Pensacola, Fla., WRAP Norfolk, Va., and WNJR Newark. Ann. June 17.

Miami—Community Broadcasting Corp. VHF channel 7 (174-180 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 955 feet, above ground 994 feet. P. O. address c/o Tally Embry, 1714 First National Bank Building, Miami 32. Estimated construction cost \$1,061,124; first year operating cost \$2,416,000; revenue \$3,661,600. Studio location undetermined. trans. location Hollywood, Fla. Geographic coordinates 52° 57' 59" N. Lat., 80° 12' 58" W. Long. Type trans. RCA TT-50AH, type ant. RCA TF-12BH. Legal counsel Miller & Schroeder, consulting engineer John H. Mullaney & Associates, both Washington. Principals: Talton H. Embry Jr., Harold E. Kendall Sr., Robert Uricho Jr., John H. McGeary Jr., Guy B. Bailey, Fred H. Billups, James J. Griffiths, Herbert R. Johnson, William F. Koch Jr., W. Allen Markham, James F. McKillips Jr. and Clifford Russell (each 8 1/3%). Each stockholder will donate approximately .25% to future employees of station if application is granted. All principals are Florida businessmen. Ann. June 14.

\*Akron, Ohio—University of Akron. UHF channel 55 (716-722 mc); ERP 4.9 kw vis. 2.95 kw aur. Ant. height above average terrain 147 feet, above ground 126 feet. P. O. address c/o Norman P. Auburn, 302 East Buchtel Avenue. Estimated construction cost \$76,073; first year operating cost \$30,000. Trans. and studio locations both Akron. Geographic coordinates 41° 04' 34" N. Lat., 81° 30' 38" W. Long. Type trans. RCA TTU-1B, type ant. RCA TFU-6B. Legal counsel Loucks & Jansky, Washington

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 19

	Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,803	51	140	365
FM	1,088	29	94	191
TV	519	59	85	124

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 19

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68

## COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING, May 31

	AM	FM	TV
Licensed (all on air)	3,801	1,088	518
Cps on air (new stations)	53	29	60
Cps not on air (new stations)	130	91	85
Total authorized stations	3,984	1,208	663
Applications for new stations (not in hearing)	223	181	67
Applications for new stations (in hearing)	151	13	54
Total applications for new stations	374	194	121
Applications for major changes (not in hearing)	255	92	46
Applications for major changes (in hearing)	50	3	7
Total applications for major changes	305	95	53
Licenses deleted	0	0	0
Cps deleted	0	2	2

<sup>1</sup>Includes 3 stations operating on unreserved channels

consulting engineer Kenneth F. Sibila, University of Akron. Principals: university board. Ann. June 12.

### New AM stations

#### ACTIONS BY FCC

**Trumann, Ark.**—Adrian L. White. Granted CP for new AM on 1530 kc, 250 w-D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address Box 250, Pocahontas, Ark. Estimated construction cost \$14,406; first year operating cost \$40,000; revenue \$50,000. Mr. White, sole owner, is part owner of KPOC Pocahontas. Action June 12.

**Mount Holly, N. J.**—Mt. Holly-Burlington Broadcasting Co. Granted CP for new AM on 1460 kc, 5 kw-D, DA; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address 321 Summer Avenue, Newark 4, N. J. Estimated construction cost \$64,818; first year operating cost \$80,000; revenue \$95,000. John J. Farina, sole owner, is employed by NBC. May 2, 1962, initial decision looked toward denying application. Action June 12.

**Pompton Lakes, N. J.**—Upper Passaic County Radio. Granted CP for new AM on 1500 kc, 500 w-D, DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o Robert A. Kerr, Newfoundland, N. J. Estimated construction cost \$33,261; first year operating cost \$55,000; revenue \$70,000. Robert A. and Joan Brooks Kerr are joint owners. Mr. Kerr is majority owner of home entertainment and research firm; Mrs. Kerr is housewife. Action June 12.

**Huron, S. D.**—Central South Dakota Broadcasting Co. Granted CP for new AM on 1530 kc, 1 kw-D; remote control permitted; conditions. P. O. address Box 831, Huron. Estimated construction cost \$19,330; first year operating cost \$45,000; revenue \$45,000. Principals: M. Tracy Gitchell (66%), Dwight Coursey (24%) and Mary Coursey (1%); 9% unsubscribed. Mr. Gitchell is theater manager; Mr. Coursey owns gift shop; Mrs. Coursey employed by clothing firm. Action June 18.

Alamo Heights, Tex.—National Enter-

prises Inc. Granted CP for new AM on 1110 kc, 1 kw-D; condition. P. O. address Box 6628, Alamo Heights 9. Estimated construction cost \$30,500; first year operating cost \$40,000; revenue \$60,000. Principals: Samuel N. Morris (84.5%), Roy L. Morris (10%) and others. Dr. S. N. Morris is minister; R. L. Morris is farmer. Action June 18.

**Renton, Wash.**—Washington Broadcasting Co. Granted CP for new AM on 1420 kc, 500 w-D, DA; conditions including pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and program tests not to be authorized until permittee has submitted evidence to prove Messrs. Wray and Pounder have severed connections with KIXI Seattle. P. O. address Box 216, Renton. Estimated construction cost \$6,700; first year operating cost \$60,300; revenue \$78,000. Principals: Stephen C. Wray and Raymond H. Pounder (each 50%). Messrs. Wray and Pounder both presently work for KIXI. Action June 12.

**Port Washington, Wis.**—Great Lakes Broadcasting Corp. Granted CP for new AM on 1560 kc, 250 w-D, DA; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address 3514 North Oakland Avenue, Port Washington. Estimated construction cost \$33,877; first year operating cost \$38,000; revenue \$52,000. Principals: Harvey J. Kitz and Harold R. Murphy (each 50%). Messrs. Kitz and Murphy both have interest in printing firm; Mr. Murphy is part owner of WIGM Medford and WDUZ Green Bay, both Wisconsin. Action June 12.

#### APPLICATION

**Montpelier, Idaho**—Glacus G. Merrill. 1400 kc, 250 w. P. O. address Box 1526, Clarksburg, W. Va. Estimated construction cost \$13,700; first year operating cost \$21,000; revenue \$24,000. Mr. Merrill, sole owner, has CP for new AM in Keyser, W. Va., and is 26.6% owner of WHAR Clarksburg, W. Va. Ann. June 12.

### Existing AM stations

#### ACTION BY FCC

KLOK San Jose, Calif.—Waived Sec. 1.351

of rules and granted increased nighttime power on 1170 kc, DA-2, from 1 kw to 5 kw, continued daytime operation with 10 kw; conditions. Action June 19.

#### APPLICATIONS

**WSLC Clermont, Fla.**—Mod. of license to change hours of operation from unil. to SH: Monday to Saturday: 5:45 a.m. to 6:30 p.m.; Sunday: 8 a.m. to 6:30 p.m. Ann. June 18.

**WROL Fountain City, Tenn.**—CP to increase daytime power from 250 w to 1 kw, install new trans. and change station location to Knoxville. Ann. June 12.

**WCWC Ripon, Wis.**—CP to change hours of operation from daytime to unil., using power of 5 kw, make change in ant. system (add two towers) and change from DA-D to DA-2. Ann. June 13.

### New FM stations

#### ACTIONS BY FCC

**Montgomery, Ala.**—WAJM Inc. Granted CP for new FM on 103.3 mc, channel 277. 29.1 kw. Ant. height above average terrain 210 feet. P. O. address Sebie Smith, 107 South Lawrence Street, Montgomery. Estimated construction cost \$42,800; first year operating cost \$25,000; revenue \$30,000. Principals Sebie Smith, James R. Young and Fred Wright (each 33 1/3%). Mr. Smith is minority owner of WSFA-AM-FM Montgomery and is vp of WAJM(FM) Montgomery, equipment of which applicant plans to purchase. Comr. Cox concurred. Action June 19.

**Great Falls, Mont.**—Pat M. Goodover. Granted CP for new FM on 106.3 mc, 3 kw. Ant. height above average terrain 16 feet. P. O. address Box 2072, Great Falls. Estimated construction cost \$15,285; first year operating cost \$12,000; revenue \$18,000. Mr. Goodover, sole owner, also owns KARR Great Falls. Comr. Cox abstained from voting. Action June 12.

#### APPLICATIONS

**\*Brookville, N. Y.**—C. W. Post College of Long Island University. 88.1 mc, channel 201, 125 w. Ant. height above average terrain 187 feet. P. O. address c/o Doctor Herbert H. Coston, Greenvale, N. Y. Estimated construction cost \$15,028; first year operating cost \$1,800. Principals: board of directors. Ann. June 13.

**\*Canton, N. Y.**—St. Lawrence University. 89.5 mc, channel 208, 8 kw. Ant. height above average terrain 76 feet. P. O. address Canton. Estimated construction cost \$19,645; first year operating cost \$3,500. Principals: board of trustees. Ann. June 14.

### Ownership changes

#### ACTIONS BY FCC

**WKMF Flint, Mich.**—Granted assignment of license from Nellie M. Knorr, executrix of estate of Frederick A. Knorr (55.419%), deceased, and others, d/b as Knorr Broadcasting Corp., to John J. Carroll (450 shares) and Waldo E. McNaught, Robert J. MacDonald and Bernard W. Crandell (each 50 shares), tr/as Carroll Broadcasting Co. (600 shares issued). Consideration \$250,000. Mr. Carroll is minority stockholder in assignor; Mr. McNaught is pr man; Mr. MacDonald is lawyer; Mr. Crandell is public relations man. Action of June 14.

**KENO Las Vegas**—Granted assignment of license from Matthew H. Ross and Iris S. Heller, executors of estate of William D. Heller (30%), deceased, Sam Novick (30%), Maxwell Hurst (30%), and Marion Hurst (10%), d/b as Paradise Broadcasting Inc., to M. D. Buchen (36%), Gerald F. Hicks (23%) and others, tr/as VRA Enterprises Inc. Consideration \$275,000. Mr. Buchen is part owner of KNEZ Lompoc and KAVR Apple Valley, both California, and general manager of KRKD Los Angeles; Mr. Hicks is part owner of KNEZ. Action June 19.

**KLAS Las Vegas**—Granted assignment of license from Paul C. Schafer (100%), d/b as Radio KLAS Inc., to Harry Wallerstein (100% in receivership). No financial consideration involved. Action June 17.

**KAVE-AM-TV Carlbad, N. M.**—Granted transfer of control of licensee corporation. Voice of Caverns Inc., from Lucile R. Talbott, executrix of estate of Edward P. Talbott (51%), deceased, and others to John Deme (96%) and others, d/b as KAVE Inc. Consideration \$168,000. Mr. Deme owns WINF-AM-FM Manchester, Conn. Action June 19.

**WNBE-TV New Bern, N. C.**—Granted transfer of negative control of permittee corporation. Piedmont TV Corp., from

Nathan Frank (100% before transfer, 50% after) to Thomland Inc. (50%), owned by Harold H. and Meredith S. Thoms (each 50%). Consideration \$60,000. Messrs. Thoms are both 33 1/3% owners of WISE-TV Asheville, WKLM Wilmington and WAYS Charlotte, all North Carolina, and WEAM Arlington, Va. Action June 19.

WTLK Taylorsville, N. C.—Granted assignment of license from Robert B. Brown (100%) to Mr. Brown (100%) tr/as Center Broadcasting Co. No financial consideration involved. Action June 18.

#### APPLICATIONS

WALA-AM-TV Mobile, Ala.—Seeks transfer of control of voting rights of licensee corporation, Pape Television Inc., from W. O. Pape (100%) to Delphine G. Pape, Marion R. Vickers, Thomas E. Twitty Jr. and Thomas H. Wall, voting trustees. No financial consideration involved. Ann. June 14.

KKOK Lompoc, Calif.—Seeks relinquishment of negative control of permittee corporation, Southland Broadcasting Co., by Paul C. Masterson and Aubrey H. Ison (each 50%) to Messrs. Masterson and Ison (each 37.328%) and Rod F. Farrell (25.344%). Consideration \$12,670. Mr. Farrell is announcer at KPOL Los Angeles. Ann. June 14.

KBIG(FM) Los Angeles—Seeks transfer of control of licensee corporation, KBIQ Inc., subsidiary of John Poole Broadcasting Inc., from John H. Poole as individual to Mr. Poole as individual and as guardian. No financial consideration involved. Ann. June 17.

KGLM Santa Catalina Island, Calif.—Seeks transfer of control of licensee corporation, John Poole Broadcasting Inc., from John H. Poole as individual to Mr. Poole as individual and guardian. No financial consideration involved. Ann. June 17.

KTRG Honolulu—Seeks assignment of license from Ala Mona Broadcasting Inc. to Hawaiian Paradise Park Corp., parent corporation of Ala Mona. No financial consideration involved. Ann. June 14.

KIFI Idaho Falls, Idaho—Seeks assignment of license from J. Robb, James M. Governor J. H., and Mary J. Brady and Rose A. Brady Keller (each 20%), d/b as Eastern Idaho Broadcasting & Television Co., to Lloyd Mickelsen and V. Melvin Brown (each 25.25%) and Leo U. Higham and Thomas A. Fairchild (each 20.75%) and Keith H. Clarke (8%), tr/as Benay Corp. Consideration \$80,000. Applicant is licensee of KTEE Idaho Falls and plans to surrender license for present KTEE facilities as soon as application is approved. Ann. June 13.

WKYE Bristol, Tenn.—Seeks assignment of license from John K. Rogers (100%) to Charles J. and Mary Jane McGuire (each 50%). Consideration \$14,996 and assumption of debt. Mr. and Mrs. McGuire have interests in WGAT Gate City, Va., and WISE Asheville, N. C. Ann. June 17.

KAJC(FM) Alvin, Tex.—Seeks transfer of control of licensee corporation, Alvin Broadcasting Co., from Odell V. Robinson (57.5%), Amanda W. Robinson (5%) and James W. Robinson (2.5%) to Edgar B. Taylor (65%); other ownership remains stable. Consideration \$48,000. Mr. Taylor is presently 1/3 owner of applicant for new FM in Dickenson, Tex. Ann. June 18.

#### Hearing cases

##### INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Radio Ashland Inc. to increase daytime power of WNCO Ashland, Ohio, from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N; conditions. Action June 19.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application by R. M. Chamberlin for renewal of license of WAXE Vero Beach, Fla. Action June 13.

##### DESIGNATED FOR HEARING

Piedmont Broadcasting Co., Travelers Rest, S. C.; Hentron Broadcasting Co., Hendersonville, N. C.; Mountaineer Corp., Hendersonville, N. C.—Designated for consolidated hearing applications for new daytime AM stations—Piedmont on 1580 kc, 500 w, Hentron on 1580 kc, 1 kw, and Mountaineer on 1600 kc, 1 kw, DA; made WKJK

Granite Falls, N. C., party to proceeding. Comr. Hyde abstained from voting. Action June 12.

Holston Broadcasting Corp., Elizabethton, Tenn.; C. M. Taylor, Blountville, Tenn.—Designated for consolidated hearing applications for new daytime AM stations on 1520 kc, 1 kw, 500 w-CH. Comr. Hyde abstained from voting. Action June 12.

#### OTHER ACTION

■ By order, commission granted petition by Melody Music Inc. to extent of extending to July 10 time to file reply pleadings to exceptions in proceeding on renewal of license of WGMA Hollywood, Fla. Action June 18.

#### Routine roundup

##### ACTIONS BY REVIEW BOARD

■ In consolidated AM proceeding in Docs. 14510-3, granted joint petition by applicants Rockland Broadcasting Co., Blauvelt, and Rockland Broadcasters Inc., Spring Valley, both New York, to extent of extending to July 15 time to file exceptions to initial decision. Board Member Nelson abstained from voting. Action June 13.

■ By memorandum opinion and order in proceeding on applications of North Atlanta Broadcasting Co. and J. Lee Friedman for new AM stations on 680 kc, 5 kw, DA-1, unl., in North Atlanta, Ga., in Docs. 14835-6, denied joint petition seeking approval of agreement and dismissal of Friedman's application. Action June 12.

##### ACTIONS ON MOTIONS

■ Commission granted request by National Association of Broadcasters to extent of extending time from July 1 to Sept. 16 to file comments, and extended time from July 15 to Sept. 30 for replies in matter of amendment of part 3 of rules with respect to advertising on AM, FM and TV stations. Action June 13.

■ Commission granted request by Functional Music Inc. (WFMF), Chicago, for extension of time from June 14 to June 28 to file comments and to July 8 for replies in rulemaking concerning simplex operation by FM stations. Action June 12.

##### By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Jay A. Kyle to preside at hearing in proceeding on AM application of Arthur D. Smith Jr. (WMTS), Murfreesboro, Tenn.; scheduled prehearing conference for July 19 and hearing for Sept. 5. Action June 17.

■ Designated Examiner H. Gifford Irion to preside at hearing in proceeding on AM applications of Holston Broadcasting Corp., Elizabethton, and C. M. Taylor, Blountville, both Tennessee; scheduled prehearing conference for July 23 and hearing for Sept. 13. Action June 17.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on AM application of Central Broadcasting Co. (WCGC), Belmont, N. C.; scheduled prehearing conference for July 18 and hearing for Sept. 5. Action June 17.

■ Designated Examiner Walther W. Guenther to preside at hearing in proceeding on AM applications of Community Broadcasting Inc. (WHPB), Belton, S. C., and Cleveland County Broadcasting Inc. (WADA), Shelby, N. C.; scheduled prehearing conference for July 22 and hearing for Sept. 11. Action June 17.

■ Designated Examiner Elizabeth C. Smith to preside at hearing in consolidated AM proceeding on applications of Piedmont Broadcasting Co., Travelers Rest, S. C., et al., in Docs. 15108-10; scheduled prehearing conference for July 22 and hearing for Sept. 11. Action June 17.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on AM application of Hampden-Hampshire Corp. (WHYN), Springfield, Mass.; scheduled prehearing conference for July 19 and hearing for Sept. 10. Action June 17.

■ By memorandum opinion and order, (1) granted petition by WOMA TYPA Broadcasting Co. to extent of dismissing but with prejudice its application for new AM in Mt. Airy, N. C., (2) denied approval of agreement whereby WSYD and WPAQ, both Mount Airy, would reimburse WOMA TYPA approximately \$2,000 for alleged out-of-pocket expenses in return for its dismissal, (3) denied petitioner's request for additional time to reply to petition by Broadcast Bureau opposing agreement, and (4) terminated proceeding. Action June 17.

■ Reopened record in investigatory proceeding involving McLendon Corp. (WYNR), Chicago, and admitted in evidence commission exhibits 21-23, 56-58, 61 and 62; 217 through 246; 248 through 254, 301 and 302, accepted and made part of record June 12 stipulation by commission and McLendon Corp. to correct transcript of proceeding, closed completed record and certified to commission. Action June 12.

##### By Hearing Examiner Basil P. Cooper

■ Granted petition by WOMA Broadcasting Co. for continuance of June 13 evidentiary hearing to date to be announced after action has been taken on pending petition to dismiss its application for new AM in Mount Airy, N. C. Action June 11.

##### By Hearing Examiner Thomas H. Donahue

■ Granted petition by Capital Broadcasting Co., Washington, to continue June 17 prehearing conference to July 1, in proceeding on its application and that of Automated Electronics Inc., Arlington, Va., for new TV stations to operate on channel 20. Action June 17.

■ In proceeding on applications of Wide Water Broadcasting Inc. and Radio Voice of Central New York Inc. for new AM stations in East Syracuse and Syracuse, both New York, in Docs. 14669, 14671, granted petition by Radio Voice to schedule further hearing for July 1. Action June 17.

■ Granted petition by Broadcast Bureau for extension of time from June 17 to June 24 to file proposed findings and conclusions, and to ten days thereafter for replies, in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind. Action June 17.

##### By Hearing Examiner Charles J. Frederick

■ In proceeding on application of Central Wisconsin Television Inc. for additional time to construct WCWT(TV) (ch. 9) Wausau, Wis., and for assignment of CP to Midcontinent Broadcasting Co., upon oral motion by Broadcast Bureau and with concurrence of all other parties, extended time from June 20 to July 1 to file findings of fact and from July 5 to July 15 for replies. Action June 14.

■ Granted petition by William L. Ross for extension of time from June 17 to July 31 to exchange written exhibits and from July 23 to Sept. 16 for hearing in proceeding on his application for new AM in Riverton, Wyo. Action June 13.

##### By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Docs. 14977-8, in light of agreement reached by parties at June 5 further prehearing conference, dismissed as moot petition by Abacoa Radio to modify procedural dates. Action June 11.

##### By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau for extension of time from June 20 to July 8 to file proposed findings and from June 30 to July 18 for replies in proceeding on application of Higson-Frank Radio Enterprises for new AM in Houston. Action June 18.

##### By Hearing Examiner Annie Neal Huntting

■ In proceeding on applications of Newton Broadcasting Co. and Transcript Press Inc. for new AM stations in Newton and Dedham, both Massachusetts, in Docs. 13067-8, notified parties that chief hearing examiner's memorandum to hearing examiner, dated June 14, will be taken into consideration if any further requests for extension of time are filed in proceeding; and, in absence of compelling reasons, no further extensions will be granted. Action June 17.

##### By Hearing Examiner H. Gifford Irion

■ Granted request by Van Wert Broadcasting Co. to change date of hearing in proceeding on its application for new AM in Plymouth, Ind.; continued June 19 hearing to July 2. Action June 12.

##### By Hearing Examiner David I. Kraushaar

■ Pursuant to agreements reached at June 14 prehearing conference in proceeding on application of Muncie Broadcasting Corp. for new AM in Muncie, Ind., scheduled

*Continued on page 115*

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return

## RADIO

### Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Sales manager for growing metropolitan chain of 6 stations in south. Executive type 36-46, married. Experienced all phases radio sales. Willing to travel. Excellent salary, fringe benefits. Personal interview imperative. All replies confidential. Box H-131, BROADCASTING.

Pennsylvania station interested in interviewing qualified selling manager. Daytimer, single station market. Must prove strong sales and organizational ability. Chain operation. Experienced #2 men will be considered. Good references essential. Box H-240, BROADCASTING.

Wanted by daytime station. Manager with first phone, that can sell and take charge. Salary guarantee plus commission override. Write full qualification and salary wanted. Box H-249, BROADCASTING.

### Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Michigan regional in medium market. Opening for salesman with year or more small or medium market experience who wants to move to larger market and larger income. Replies confidential. Give full details and photo. Box G-258, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Major network station. Pittsburgh-Tri state area needs experienced local salesman. Excellent opportunity for aggressive man. Replies confidential. Send full details and photo 1st letter. Box H-201, BROADCASTING.

Salesmanager—eastern kw in good small market. Growing area. Base salary plus override on gross. Box H-226, BROADCASTING.

New Jersey station needs experienced radio salesman or salesman-announcer. Guarantee plus 10% commissions and fully paid company benefits including pension plan. Box H-263, BROADCASTING.

Salesman for Western Pennsylvania metropolitan area of 28,000. Base plus commission plus bonus. Modern sounding operation. Forward resume. Box H-287, BROADCASTING.

California, KCHJ, Delano. 5000 watts, 1010 kc. ½ millivolt 244 miles. Serving 1,300,000. \$500 guarantee, 25% commission. Send experience. photo.

Opportunity for a salesman in the Rocky Mountain vacation land of cool, colorful Colorado. Salary and commission. Write Ellis Atteberry, KCOL, P. O. Box 574 Fort Collins, Colorado.

Salesman: Opportunity to grow with new 5,000 watt fulltime good music Princeton, N. J. station. Due on air late August. State minimum salary requirements. Herbert Hober, 295 Mercer Rd., Princeton, N. J.

## Help Wanted—(Cont'd)

### Sales

Here is a top opportunity for advancement and income. Sales manager spot is open for a proven producer. Pioneer station, full time operation. Texas market of 86,000 metro. Only network affiliation in market, excellent account list. Guarantee plus liberal commission. This is an outstanding opportunity for a man who wants to work and can produce. Write Sam Matthews, KGKB, Tyler, Texas.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

### Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references, necessary. Send air check and resume. Box G-250, BROADCASTING.

On the way up? Metro market of over 600,000 on the prowl for real talent! No Screamer or hipster types. Men wanted who sound like men, who have personality with a capital "F." (funny)! Newsmen! If you have P.H.D. (Paul Harvey Delivery) Let's hear from you too. We offer the best pay in town. Let's hear what you offer. Box H-213, BROADCASTING.

Combo man. First class ticket, smooth show. New England small market. Relocate. Box H-235, BROADCASTING.

One of America's highest rated stations has need for top personality. Must be bright, warm and strong air salesman. Box H-285, BROADCASTING.

Adult good music format station on Florida Gold Coast needs good staff announcer with first phone. No maintenance required. Must be strong on news and production. Good salary. Only experience need apply. Box H-301, BROADCASTING.

Experienced announcer/dj who can enjoy small town. We're a good music station. Salary open. Send tape and resume to Joe Lobaito, KMAQ, Maquoketa, Iowa.

Louisiana, experienced for morning shift on adult, popular music station. Call collect Manager KSYL-NBC, Hillcrest 2-6611. Alexandria, Louisiana.

Staff announcers with first phone license at WAGM, Presque Isle, Maine. Start at \$84 to \$100, depending on experience and ability. 5000 watt fulltime small market station operating since 1932. Pleasant living and working conditions. Telephone 207-764-1166 to arrange for interview and auditions.

First phone announcers, some engineering. WAMD, Aberdeen, Maryland.

Announcer, first phone (no maintenance), experienced concert music broadcasting, for established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape and resume: WCRB, Boston 54, Mass.

Storz Broadcasting WDGY Minneapolis seeking tapes jock quality air work a must and first ticket. Join one of America's swingiest stations. No phone calls. Red Jones, Program Director.

Charlottesville, Virginia . . . Immediate opening for non-personality announcer. "Better Music" format. Top conditions. WELK.

## Help Wanted—(Cont'd)

### Announcers

Good combo man wanted at WHRT, Hartselle, Alabama.

Madison, Wisconsin needs a quick paced, clever first phone personality. Send tape and resume to Chuck Mefford, WISM.

WLPM needs an announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape picture and resume to: E. D. Beydush, WLPM, Suffolk, Va.

Announcer experienced for wake-up show and all around staff work. WNJH, Hammon, New Jersey.

Need two first ticket announcers. Start September, Conn. Regional. Personal audition and interview required. State full particulars first letter. Station Manager, WTOR, Torrington, Conn.

Announcer strong news and commercials, tight board. WVOS, Liberty, New York.

Announcers: Opportunity to grow with new 5,000 watt fulltime good music, Princeton, N. J. station. Due on air late August. State minimum salary requirements. Herbert Hober, 295 Mercer Rd., Princeton, N. J.

Capable deejay newsman. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

### Technical

Wanted: an honest, sober, reliable combo engineer-announcer, a man who isn't afraid to produce. If you are interested in working at a progressive radio station for an employer who is fair to his employees Write Box H-111, BROADCASTING.

Are you the Chief engineer of a small operation who desires more responsibility and more money? Or perhaps you are chief material but have little chance where you are. Large Virginia radio station is looking for responsible Chief Engineer who will assume a large responsibility—and a salary commensurate with the job. Send details in writing. Box H-287, BROADCASTING.

Qualified engineer/announcer for central Colorado station. Needed immediately. KBRR, Leadville Colorado.

Immediate need first phone engineer. Contact Gordon Trout, WIRE, Indianapolis, Indiana.

Engineer with first phone. Good opportunity for beginner. Must have initiative and wiring ability. Forward resume to WTIV, Titusville, Penna.

Engineer. Some experience. Salary open. WVOS, Liberty, New York.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

## Help Wanted—(Cont'd)

### Technical

Transmitter engineers. 1st class ticket, minimal experience required for new 5,000 watt full time directional in Princeton, N. J. due on the air late August. Call Art Silver, Chief Engineer, Hopewell N. J., 6-1584 or write 295 Mercer Rd. Princeton, N. J.

Engineer with 1st class phone license for video control transmitter operator, some maintenance. Experience desirable, but will consider applicant with good technical background. Contact Walter Nelson, Engineering Director, WUSN-TV, Charleston, South Carolina.

UHF station needs man for combined board and transmitter shift. Wire or phone M. J. Lamb, WIMA-TV, Lima, Ohio.

Probably not many men can meet challenge as head of our engineering department. We're young men on the move and looking for an alert engineer with organization, pride in work, proficiency in engineering and bent for research and construction, capable of contributing ideas. AM-TV-FM. VTR. Micro-wave. General Electric transmitters. Box H-253, BROADCASTING.

Licensed radio and tv technicians, permanent staff positions. Contact Ernest Rety, Ohio University, Athens, Ohio. LY 3-5011.

Qualified studio engineer with Ampex VTR experience. Large new studios. Full power channel two. Phone collect Chief Engineer, Hobart Paine, 252-5611. KOOK-TV, Billings, Montana.

Staff engineer with first phone license at WAGM-TV, Presque Isle, Maine. Includes operation and maintenance of radio-tv studio and transmitter equipment, micro-wave and communications equipment. Experience desirable but not necessary. Starting salary depends on experience and ability. Small market, pleasant living and working conditions. To arrange interview, call Mr Richards, 207-764-1161.

### Production—Programing, Others

Experienced copy writer or traffic girl. Excellent working conditions. Salary commensurate with ability. Send full resume with references. Box H-224, BROADCASTING.

Creative program director needed at top indie. Must be strong on production and air work. Grow with a growing organization! Box H-286, BROADCASTING.

New Detroit suburban radio station needs complete staff. Only mature, experienced (at least two years) newsmen and disc jockeys need apply. Engineers with first phone needed. Send complete resume, tape, salary requirements to WBRB, P.O. Box 489, Mount Clemens, Michigan.

## RADIO

### Situations Wanted—Management

Financial management—CPA, eight years diversified experience at all levels of accounting, lifelong interest in broadcasting, wants challenging opportunity in accounting and financial end of station management. First phone, announcing, broad experience, advertising background. Resume on request. Box H-199, BROADCASTING.

General manager. Major market only. Good men are rarely available. One is now. Box H-228, BROADCASTING.

Desire management opportunity for station or group on contract basis, applying portion of compensation toward ownership. In addition would like to apply portion of profits (or increased profits) toward ownership. Experienced in management, capable, well educated, excellent references. Box H-299, BROADCASTING.

Are you in need of an experienced manager, sales manger, announcer, first class license? I offer 14 years experience and know how with best references. Now managing station in competitive market. Contact Pinkey Cole, Dyersburg, Tenn. Phone 285-4133. Wife also holds license.

## Situations Wanted—(Cont'd)

### Sales

Experienced, family man 28, 9 years in advertising, radio, ad agency, newspaper, desires small or medium market. Permanent, some air work. Box H-242, BROADCASTING.

### Announcers

Boston. Experienced announcer desires position while attending college. Box H-33, BROADCASTING.

Top 40 cornball personality. Voices, drop-ins, nutty promotions. Now working; but want situation with pay scaled to ratings produced. Will start low base. Fully experienced, impeccable references. Box H-185, BROADCASTING.

Top 40 dj wants to locate in California. Currently holding down number one evening show in area. Also experienced as chief engineer. Box H-218, BROADCASTING.

Showman, first phone, veteran, will travel anywhere, good on news. Box H-241, BROADCASTING.

Jock, major eastern market experienced top 40 only. 1st phone. Bright happy clever personality, news too. Box H-243, BROADCASTING.

First phone, some experience, age 19. Available immediately. Box H-245, BROADCASTING.

Disc jockey, newscaster, experienced. Looking to settle. Box H-251, BROADCASTING.

Versatile radio-tv announcer-newsmen. 14 years experience. Authoritative personable dignified approach. References. Box H-254, BROADCASTING.

Young, married announcer four years experience in news, announcing, production, and program directing; interested in progressive top 40 market in southern New York. Available upon completion of military obligation in August. Will tell all to interested, sincere parties. Box H-256, BROADCASTING.

Top forty jock with No. 1 night show on No. 1 southwest area station wishes to move to Northern California. Excellent references. Box H-260, BROADCASTING.

DJ announcer, comboman, tight board operation, have FCC 1st phone. New York and New Jersey area. Box H-265, BROADCASTING.

Announcer, single, 26, reliable with one year experience, desires to relocate. Box H-266, BROADCASTING.

Announcer one year experience, desires night shift with middle of the road station. Box H-267, BROADCASTING.

Announcer/interviewer/dj. 3 years radio 1 year tv. For station's future, executive material. Presently, first-rate mature airman with versatility. College graduate, married. Desire radio and/or TV. Box H-272, BROADCASTING.

Young man wants to go West (but East is still OK). Currently employed at number one station in top eastern market, 2 years here with top ratings. Looking for better future. Tight board, ideas, and good on production. Box H-278, BROADCASTING.

Virginia announcer-production-programmer, 27, married, 10 years experience. Desires morning shift plus programing or production. References excellent. Box H-281, BROADCASTING.

Number one ratings with middle music. Sound tough? Not for me. I've done it every morning for over five years. How? Write to: Box H-284, BROADCASTING.

Announcer dj, negro. Thorough knowledge of good radio. Versatile, imaginative. Strong, crisp authoritative newscasts. Trained deep voice. Smooth sell delivery. Adept at multiple spotting. Tight board. Box H-291, BROADCASTING.

Announcer, dj—Experienced, air personality, strong sell and strong news, married. Box H-292, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

Announcer—first phone. Experienced maintenance and production. Box H-283, BROADCASTING.

Jerry Gillies is available! Who cares? No one should, unless truly interested in wit, imagination, and outlandish innovation. There are far too many monotonous voice machines and corny "personalities" clogging the airwaves. Agree then, lets get together. After four years in radio, am now successfully engaged in free lance comedy writing. Will only return to ratings race for right creative opportunity in major market. Interested? More of my story and tape on request. 2712 Knorr Street, Philadelphia 49, Pennsylvania; Phone: MA 4-1071 (area code 215)

Mortgaging underwear! Object—traveling expenses. Going in hock to become jock. Guy Nichols, Genesee St. Alden, N. Y.

Top 40 dj have FCC second phone. Willing to study for first phone. Fast board, bright sound, available immediately. George A Phinn, 825 Quincy St., Brooklyn 21, N. Y.

First phone. College graduate. Need announcing experience. Immediately available, Ronald Shriver, Green City, Mo.

June graduate of Broadcasting school desires position with small station in New England. Willing to travel. Limited experience; can offer you only hard work and steady progress. Arthur L. Simmons, 138 Plymouth St., New Bedford, Mass.

Sportscaster/dj. First phone. Any format. College graduate. Prefer interview. Notice required. Sports and music director. Present manager best reference. Tom Walters, KVON, Napa, Calif.

Announcer experienced. Good, mature, resonant voice. Sales, first class license if required. 227 1/2 Maple St., Ashland, Ohio. Phone 4-8262.

Beginner announcer. Veteran. Tight board. Good news delivery. Will locate anywhere. Available immediately. William Ferrone, 32 Taylor St., Waterbury, Conn.

Bright clever happy sounding jock. Faced paced top 40. Major market experienced. 1st phone. S. Young, 1370 E. 88th St. Brooklyn, N. Y.

### Technical

First phone announcer, no experience. Want first position. Late 30s. Prefer New York state. Box H-264, BROADCASTING.

First phone operator with eight years as chief. Experienced in directional. No announcing. Will relocate. Box H-271, BROADCASTING.

Engineer Announcer—Good both, employed. Desire change, can handle sales. Box H-279, BROADCASTING.

Canadian visa pending, technical school graduate, experience—5 years communications, 11 yrs. broadcast field, 8 as chief engineer. Well established but health of child requires change of climate. Prefer technical administration, local sales or combo of same, south, west or Florida, will relocate, available Sept. 1st. Box H-280, BROADCASTING.

First phone wants to learn. Light announcing. Lee Bashaw, 1312 Belgrade, Orlando, Fla. GArden 4-6055.

Competent young technician seeks employment in Western Washington area. Experience includes am & tv with some fm. Also a fair announcer. Good references. 1801 N. Adams, Tacoma, Wash.

Permanent position with progressive station desired, limited experience, first phone. Prefer Missouri. Box H-140, BROADCASTING.

### Production—Programing, Others

Veteran New York Daily News radio news editor, writer (WNEW, WPAT) seeks connection with news-minded station in northeast. Box H-248, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production, Programing & Others

**I'd sooner radio.** Mature, dependable broadcaster with Master's degree in tv seeks position of responsibility with solid, well-equipped am, network affiliate, medium market, pleasant climate. 6 years experience, 3 as P. D., New York state. Pleasant voice, authoritative delivery. Production-minded, detail conscious. Thorough knowledge of music. Station management my goal. 26, married, 1 child. Box H-268, BROADCASTING.

**Newsman/director**—eight years radio-tv experience: now heading five man shop in major eastern market. Available after 2 weeks notice. Box H-274, BROADCASTING.

**College grad, married, 6 years experience,** can do writing, tight morning shift, promotion minded, available now. Box H-277, BROADCASTING.

**News & Sports.** Former news director with 1st ticket returning to the field after years absence. Finest references from top caliber people both in and out of radio. Prefer medium market to large. Will consider all offers. Ready to move in mid July. Experienced in all phases. Box H-288, BROADCASTING.

## TELEVISION

### Help Wanted—Sales

**Immediate opening** for an experienced tv time salesman in a fast growing tv market. Network affiliated station. Salary plus commission. The right man can expect a five-figure gross income. Reply To: Harry C. Barfield, Station Mgr., WLEX-TV, Lexington, Ky.

### Announcers

**Announcer.** Experienced. Southwest leading network. Above average talent opportunities. Excellent benefits. Send resume, pic, tape or VTR. Box H-52, BROADCASTING.

### Technical

**Wanted, video switcher and transmitter operator** with 1st phone, for progressive congenial station which is currently expanding facilities. . . Northwest area. Box H-282, BROADCASTING.

**Qualified studio engineer** with Ampex vtr experience. Also one transmitter engineer, some experience, large new studios, RCA transmitter. More new equipment arriving. Full power channel 2 contact KOOK-TV, Billings. Montana's largest metropolitan area. Phone Collect: Chief Eng., Hobart Paine, 252-5611.

### Production—Programing, Others

**Continuity director.** Must know station operations. Capable of taking over in highly competitive s.w. market. Salaried. \$400 month. Box H-53, BROADCASTING.

**Continuity writer:** Number one station, major market with heavy emphasis on creative local commercials. Send resume, samples and salary requirements to Robert G. Kyle, KAKE-TV, Box 1010, Wichita, Kansas.

**Continuity Director**—experienced in station operations. Take charge type. New VHF. Send resume to WQAD-TV, 5th Ave. Bldg., Moline, Ill.

**Farm Director** College graduate. Prefer experience in midwest area. Send replies to WQAD-TV, 5th Ave. Bldg., Moline, Ill.

**Film editors**—New station going on the air. Need fast, efficient commercial film editors immediately. Prefer people with film production background and lab. experience. Contact Robert Bell, WQAD-TV, Moline, Illinois.

## TELEVISION

### Situations Wanted—Management

**Top—metro market sales manager** available. Experienced in all phases of broadcast sales. Excellent record and best of references. Box H-293, BROADCASTING.

### Sales

**Proven television and media sales record.** Seek opportunity with definite future. Box H-244, BROADCASTING.

### Announcers

**Television announcer, 3 years experience** in all phases. Age 24, excellent references. Tape, picture, resume upon request. Will consider all offers including radio-television. Box H-250, BROADCASTING.

**Experienced, employed television announcer,** newsman. Strong commercials. Programing, production qualifications, married, relocate. Box H-273, BROADCASTING.

### Technical

**Broadcast engineer, 5 years experience,** desires position in TV; Tennessee area. Good technical background. Box H-246, BROADCASTING.

**First phone, transmitter operation and maintenance.** Perm. position with opportunity to learn and advance more important than monetary consideration. Some experience. Available immediately. Box H-270, BROADCASTING.

### Production—Programing, Others

**News director.** Extensive major market experience in special events, public affairs, editorial programing. Successful background as top rated radio TV newscaster, frequent network feeds. Award winning newsfilm photographer. Kine, top references. Box G-341, BROADCASTING.

**Director producer-writer, 7 years experience** looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

**Operations manager, flair for organization and personnel management.** Also, eight years in commercials, educational, military tv as producer-director-writer. Experienced with live, tape, film, remote productions. Would consider creative position in related field. Excellent references. Resume. Box H-247, BROADCASTING.

**Photographer, motion picture and still.** Specialty in tv news; also great in studio advertising. Box H-258, BROADCASTING.

**Production director . . . fully experienced** seeks greater opportunity. College degree in film and television. News and special events a specialty. Will accept assistant directorship. Box H-259, BROADCASTING.

**7 years experience, engineer, switcher production and promotion.** 28, veteran, married. Box H-262, BROADCASTING.

**Production director, presently with CBS** network in film syndication. Have M. A. in television production from New York University. Box H-269, BROADCASTING.

**Reporter ready for the job.** Experienced all phases reporting in major markets: Grad. work in Pol Sci. Interested in Int. Affairs: Attention Mr. Hagerty, Mr. McAndrew, Mr. Salant. Box H-275, BROADCASTING.

**Mature, healthy, sober.** Going into third year present position as program director. Experienced on camera and mike. Over 20 years experience radio and tv. Presently tv. Background—Sales, management, traffic, production. Man and Wife team or man alone. Personal interview at my expense—No obligation to you. Prefer Colorado, Oklahoma, or Arizona area. Present position secure but no room for advancement. Tops in fast, creative copy. Strong on interviews and public relations. Good appearance on or off camera. Extremely identifiable, deep voice. Hard or soft sell. Strong on off-the-cuff, live commercials. Adept at producing programs and shows. Box H-276, BROADCASTING.

**Photographer**—“Have camera-will travel.” Young aggressive man, BA degree, has had newspaper photography experience and two years television experience in major market. Box H-290, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production, Programing & Others

**Interested in television production.** Has some experience in camera and audio operation, stage managing, special effects, tv lighting and advertising copywriting. Life long interest in television. Also have a BA Degree in Arts & Science at Columbia College. Write To: Mr. Philip Benedict, 113 S. Diamond St., Mt. Pleasant, Penn.

## WANTED TO BUY

### Equipment

**Wanted: 150 foot tower console, microphones and other related equipment.** Building new station, Box H-149, BROADCASTING.

**Tower wanted, self supporting.** Contact Bill Chapman, Box 3297, Birmingham Alabama. 251-5117.

**New c & w station in market for clean, exceptional library.** Box 5945, Tucson, Arizona.

**UHF Television.** Need everything. Transmitter. Antenna, tower, studio equipment. Box H-220, BROADCASTING.

**Wanted—3 used towers, 30 pounds per square foot wind-loading, guyed and stabilized, two towers each 200 feet high and one tower 280 feet high.** Please advise price and availability, writing Box H-300, BROADCASTING.

**Need used AM modulation & Frequency monitors.** KOAD-308 S. Fruit, Fresno, Calif.

**Wanted for college educational radio station,** either 1 kw. or 3 kw. FM x-mtr, 200 ft. tower, antenna, feed line. WSMC, Colledge, Tenn.

### For Sale

### Equipment

**One G.E. color film scanner, new '58.** Includes two Eastman-Kodak model 300 continuous motion projectors in excellent condition. Also includes a dual 8 slide disc slide system. Also includes preview facilities for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inexpensively. \$27,500. Box H-8, BROADCASTING.

**Ampex automation (1200A), Schaeffer, record/play, 3-playbacks, electronics 'brain,' 2-Seeburg 200 players, photo cell amp., 2-remote control, reels. New 1961.** Ownership change dropped automation. Box H-174, BROADCASTING.

**One 351-U Ampex rack mount recorder.** Two Gates M-5214 RDC-10 Remote control units. Two 86-RQM Viking tape decks less than year old. All items excellent condition. Box H-252, BROADCASTING.

**Federal 3dk fm transmitter model 192-A.** Best offer over \$1500 takes it. Bob Adams, KUTE, 217 West Broadway, Glendale 4, California.

**BTX-LA sub carrier plug in type background music.** Audiomotion laboratories autospercer. Presto Model 625 tape play back model A-909-1 preamplifier. Used 6 months. Best offer WCLE, Cleveland, Tennessee.

**Gates “Level Devil” automatic gain control.** Practically new. Guaranteed perfect. \$200.00. Chief Eng. WHYN, Liberty St., Springfield, Mass.

**Three new Emiac 4X500A tubes. Fully guaranteed.** \$115.00 each, or all 3 for \$320.00! One used Emiac 4X500F, \$60.00. We need tape transport for background music. WLAG FM, Drawer 189, LaGrange, Ga.

**Used transmitter tube—General Electric GL-7D21** food condition. Has about 4,500 hours. Make offer. WPIK, Alexandria, Va. Need one (1) 891-R.

**Used 1000 watt transmitters.** Collins, RCA, Gates, Raytheon. Trade-ins, some only two years old. Excellent buys. Write for list. Bauer Electric Corporation, San Carlos, Calif.



## For Sale—(Cont'd)

### Equipment

Gates "Nite Watch," perfect condition—P. O. Box 185, Templeton, Calif.

Fidelipac tape cartridge 24-hour service. Lowest prices for new cartridge and re-loading yours. All lengths. Send for price schedules and SPARTA product brochure. Sparta Electronic Corporation, 6450 Freepoint Blvd., Sacramento 22, Calif. GA 1-2070.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telephone 2-3527.

Television/radio transmitters, monitors cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

## BUSINESS OPPORTUNITY

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

Syndicators calling on radio, tv station, sales representation in major markets for west coast, mid west, southwest, south, for 15 year old company. Excellent commission with repeat business. Box H-257, BROADCASTING.

## Miscellaneous

**JOB HUNTING?** Better planning helps you locate better jobs. Send for comprehensive tested easy to use blueprints for successful campaigns-prepared by specialists. Send \$1 for "Successful Job-Hunting in Broadcasting," postpaid, prompt delivery. Another valuable release: "How To Sell Yourself by Writing Better Letters and Resumes" (\$3). P. O. Box 1638, Grand Central Station, New York 17, New York.

Tell the importance of television to prime accounts, potentials and opinion-makers in your community with monthly publication under your own imprint. \$49.95 monthly. Details, "TV Reports Newsletter," 1186 Arlington Lane, San Jose 29, California.

TV and Radio news directors; coverage of National Governor's Conference from Miami Beach, exclusive, reasonable, free details, write immediately. Box H-207, BROADCASTING.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue \$2.50. Show-Biz Comedy Service (Dept BJ) 65 Parkway Court, Brooklyn 35, New York.

400 "Mike Bits" by top comedy writer. Great fill-in's, gags, quickies. Satisfaction guaranteed. \$3.00 Vinny Healy, 825-B, West End, New York City, 25.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for deejays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Proven. Free sample, Lyn Publications, 2221 Steiner St., San Francisco.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

## INSTRUCTIONS—(Cont'd)

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

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Since 1946. Original course for FCC first phone operator license in six weeks. Over 120 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

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Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

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## RADIO

### Help Wanted—Announcers

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Bright, fast paced tight production. No Rock and Roll! 1st ticket desirable and will bring more money. Play-by-play experience also desirable. Job is ready now, but will wait for the usual notice. Send tape & resume to

Box H-200, BROADCASTING

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does talent fit into the picture? We're man and wife team, with background including name band singing, own small vocal group on radio, TV and records, and writing, arranging and performing of jingles. Two years as deejays for chain was hit mid-stream by Top Forty policy. Presently back in New York in jingles, yet we were never happier than when doing regular air show. We're proud of our choice of music, write own commercials, include occasional live songs and original jingles. All sincere replies considered, large, medium or small market, any area. TV also possible. We'll phone and send tape at our expense, share expense of visit to your station.

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### Help Wanted

## TELEVISION

### Sales

## SALES MANAGER

For Midwest UHF station in VHF market. No conversion problem for fast growing station. Need hard worker and sales leader.

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**TELEVISION**

**Help Wanted—Technical**

**TELEVISION TECHNICIAN**

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**Stations**

**EXPERIENCED BROADCASTER**

Will Buy Station

In order to give veteran staff members an opportunity to advance, Broadcast Pioneer will buy Station (radio) in Wisc., Mo., Kty., Ind., Ill., Ohio, Mich., or adjacent. Any size up to (+ or - \$300,000). Must be priced for possible improvement in value. Cash or terms. Reply in confidence to:

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Metropolitan AM station billing over \$100,000. Must be in large city and have growth possibility. Mail Full Particulars to:

Apartado 19,356  
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**World's most agile tape truck comes to the U. S. A.**

(now available through Videotape Center)

Videotape Center now offers the world's most nimble video tape location unit for taping anywhere in the United States. The Advertel truck has a special 36 ft. hydraulic boom that can swing down to hub-cap level for exciting running shots. The Marconi Mark IV Camera feeds back to an Amtec equipped VR 1001A Ampex Videotape Recorder. On-the-scene audio now records through a rack-mounted Ampex 2-track audio tape machine fed by a 4-channel audio mixer with transistorized microphone preamps. Scenes can be recorded out-of-sequence and edited later through A-B roll Intersync mixing or new Ampex Electronic Editor now available at Videotape Center. Driver-maintenance man comes with truck. We can also arrange for full production and technical staff.

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**For Sale**

**Stations**

**Profitable Regional Daytimer**

in one of Southwest's Richest and Fastest Growing single-station growth markets. \$180,000.

Box H-180, BROADCASTING

**NEW ENGLAND**

Low frequency AM with superb coverage of 500,000 population market. Steadily growing gross exceeded \$145,000 last year. Station in the black and owns excellent building and land. \$200,000 cash or \$250,000 on terms.

Box H-238, BROADCASTING

**FOR SALE**

**NORTHEAST TV STATION**

Excellent opportunity. Network affiliate. In top 100 markets.

Box H-294, BROADCASTING

**FULLTIME 5 KILOWATT**

One of the best buys in the 50 states. Low frequency—excellent operation. Grossed well over \$200,000 in 1962. Priced firm at \$250,000 with 29 percent down.

BOX H-297, BROADCASTING

**MODEL FM STATION FOR SALE**

Established independent FM station in metropolitan Southeastern market serving coverage area of half-million homes from ideal mountain-top site. Entire operation housed in new building beside major highway. Low overhead operation with semi-automation and ready for low-cost conversion to stereo. Finest equipment purchased new. Established audience and quality clients. Also multiplexing background music to twenty clients with unlimited opportunity for expansion. Exclusive taped music franchises for both main channel and background services. Owners must sell due to press of other interests. Terms. Box H-225, BROADCASTING.

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Located in large underradioed growth market. 1963 gross running ahead of last year's \$250,000. Priced at \$400,000 with terms available.

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ARIZONA one station mkt. Asking \$62,500 with \$20,000 down. "A GUNZENDORFER Exclusive."

CALIFORNIA big mkt. south daytimer asking \$180,000 with 29% down. "Exclusive."

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**For Sale—(Cont'd)**

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Well-Equipped kilowatt. Good market. Total price \$75,000 with \$25,000 down. Balance over 10 years to qualified broadcaster who will manage station.

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Station Brokers

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Mass.—\$110,000; Maine—\$125,000 N. Y.—\$125,000; N. Y.—\$68,500; Southwest VHF—\$100,000; Fla.—\$115,000. PLEASE WRITE.

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ROCKY MOUNTAIN. Exclusive. Fulltime. Gross exceeds \$90,000. Priced at \$125,000. 29% down.

UPPER MIDWEST. Regional daytime. Billing close to \$100,000. Priced at \$145,000. 29% down.

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N. Y.	single	daytimer	\$125M	terms
Tenn.	single	daytimer	48M	25M
Ky.	single	profitable	68M	15M
S. E.	medium	profitable	90M	cash
Mass.	metro	daytimer	185M	29%
Fla.	metro	daytimer	260M	29%
S. E.	UHF-TV	profitable	2M	cash

And others

**CHAPMAN COMPANY**  
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

**NEED HELP?**

**LOOKING FOR A JOB?**

**SOMETHING TO BUY**

**OR SELL?**

**For Best Results**

**You Can't Top A CLASSIFIED AD**

in

**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

certain procedural dates, and continued July 8 hearing to Sept. 23. Action June 14.

■ On own motion, in conformity with commission's June 12 action staying hearing in matter of revocation of licenses of Pape Television Inc. for WAMA-AM-TV Mobile, Ala., (1) vacated and set aside May 17 order rescheduling hearing and prehearing conference for July 3 in Mobile, and (2) continued hearing and prehearing conference without date pending further order. Action June 13.

**By Hearing Examiner Jay A. Kyle**

■ Rescheduled June 25 hearing for July 2 in consolidated AM proceeding on applications of Jupiter Associates Inc., Matawan, N. J., et al., in Docs. 14755-7. Action June 18.

■ Granted request by Interstate Broadcasting Inc. for continuance of hearing from June 18 to June 25 in consolidated AM proceeding on applications of Jupiter Associates Inc., Matawan, N. J., et al., in Docs. 14755-7. Action June 14.

■ Granted request by Northern California Educational Television Association Inc. to continue June 17 hearing to July 8 in Redding, Calif., TV channel 9 proceeding. Action June 12.

■ Granted petition by Connecticut Coast Broadcasting Co. for extension of time from June 10 to June 11 to file proposed findings in proceeding on its application and that of Garo W. Ray for new AM stations in Seymour and Bridgeport, respectively, both Connecticut. Action June 11.

■ Extended time from June 12 to June 21 to file replies in proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Action June 11.

**By Hearing Examiner Chester F. Naumowicz Jr.**

■ By order, formalized certain agreements reached and rulings made at June 13 hearing conference in proceeding on applications of Charles County Broadcasting Inc., La Plata, and Dorlen Broadcasters Inc., Waldorf, both Maryland, in Docs. 14748-9, and scheduled certain procedural dates. Action June 13.

**By Hearing Examiner Herbert Sharfman**

■ In proceeding on applications of North Atlanta Broadcasting Co. and J. Lee Friedman for new AM stations in North Atlanta, Ga., in Docs. 14835-6, extended time from June 19 to July 19 to file initial proposed findings of fact and conclusions and from July 8 to Aug. 7 for replies. Action June 17.

■ Granted petition by K BAR J Inc. to continue June 24 hearing to July 15 and to extend certain procedural dates in proceeding on its application for new AM in Hastings, Neb. Action June 17.

■ By memorandum opinion and order in consolidated AM proceeding in Docs. 14873 et al., granted petition by applicant Easton Broadcasting Co. (WEMD), Easton, Md., for continuance of June 17 hearing to Sept. 9. Action June 13.

■ Granted petition by Broadcast Bureau for extension of time to file proposed findings in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex.; extended time from June 21 to July 12 to file proposed findings and from July 9 to July 30 for replies. Action June 12.

**By Hearing Examiner Elizabeth C. Smith**

■ In proceeding on applications of comack-Northampton Broadcasting Inc. (WESR), Tasley, Va., and Chesapeake Broadcasting Corp. (WASA), Havre de Grace, Md., in Docs. 14945-6, granted petitions by applicants for leave to amend respective applications to show changes in engineering proposals and for removal from hearing docket and return to processing line. Action June 10.

**BROADCAST ACTIONS  
by Broadcast Bureau**

**Actions of June 18**

■ KSGM Ste. Genevieve, Mo.—Granted mod. of CP (which authorized change in ant.-trans. location and studio and station locations to Chester, Ill.) to increase daytime power on 980 kc, from 500 w to 1 kw, continued nighttime operation with 500 w, DA; conditions.

■ WSUR-TV Ponce, P. R.—Granted license for TV station and redescribe studio location.

■ KACA(FM) Prosser, Wash.—Granted CP to install new ant., increase ERP to 860 w and make changes in ant. system.

■ WFMI Montgomery, Ala.—Granted CP to make changes in transmitting equipment.

■ WLTA-FM Atlanta—Granted mod. of CP to change ant.-trans. and studio location, type trans. and type ant.

■ WASH(FM) Washington—Granted mod. of CP to make changes in transmission line.

■ KMBL Junction, Tex.—Granted authority to operate 6 a.m. to 7 p.m. for period beginning June 15 to Sept. 1.

■ WASH(FM) Washington—Granted extension of completion date to Nov. 30.

**Actions of June 17**

■ KTRG Honolulu—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

■ WBIR-TV Knoxville, Tenn.—Granted mod. of CP to change type ant.; ERP 300 kw vis. and 150 kw aural. and make changes in equipment.

■ WGAL-TV Lancaster, Pa.—Granted extension of completion date to July 15 (aux. trans.).

■ NBC-TV New York—Granted authority, pursuant to Sec. 325(b) of Communications Act and Sec. 1.334 of rules, to continue to transmit or deliver television programs to stations under control of CBC or to any licensed television station in Canada, whether or not such programs are network programs and whether or not they pass through NBC's regular chain facilities; without prejudice to such action as commission may deem warranted as result of its final determinations (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending antitrust matters against NBC and RCA.

**Actions of June 14**

■ WAST(TV) Albany—Granted CP to move aux. trans. to new main trans. and ant. site.

■ K73AH, K78AE, K83AD McGill, Nev.—Granted CPs to change type trans. for UHF TV translator stations.

■ K06BG, rural area east of Roy, Mont.—Granted CP to replace expired permit for new VHF TV translator station.

■ WTEN(TV) Vail Mills, N. Y.—Granted mod. of CP to change geographical coordinates and type transmission line.

■ K07FF Gregory-Burke, S. D.—Granted mod. of CP to change type trans. and make changes in ant. system for VHF TV translator station.

■ K07DQ, K09DU, K11EA, K13DV Big Fork and Max, both Minnesota—Granted mod. of CPs to change type trans., make changes in ant. system and include Marcell rural area in principal community, and change trans. location, type trans. make changes in ant. system and include Squaw Lake Rural Area in principal community for VHF TV translator stations.

■ WSUI Iowa City—Granted authority to reduce hours of operation to minimum of 6 hours daily for period beginning Aug. 5 and ending Sept. 21.

■ WRBB Tarpon Springs, Fla.—Granted extension of authority to remain silent for period ending Sept. 1.

■ KHOS Tucson, Ariz.—Granted extension of completion date to July 15.

■ Waived Sec. 1.323(b) of rules and granted CPs to replace expired permits for following new VHF TV translator stations: K03AO, K06BI, K08BT, City of Manitou Springs, Manitou Springs, Colo.; K02CT, K07FD, K09FE, K11FI, Meeker Area Television Association, Piceance Creek area and White River Canyon east and west of translator site, Meeker, Wilson Oil Camp and Rural area west and south of Meeker, all Colorado; K12BB, Martinsdale-Lennep TV Association, Lennep and Martinsdale, both Montana.

■ Granted CPs to replace expired permits for following new VHF TV translator stations: K09EN, Export TV Association, Eagleton, Iliad, Hopp and Spring Coulee, all Montana; K08AU, K09BQ, K10AZ, K11BV, K12AZ, K13BZ, Carbon County, Price and Helper, all Utah; K07FB, Winner Junior Chamber of Commerce, Winner, S. D., and specify type ant.

■ Granted CPs to change type trans. and make changes in ant. system for following VHF TV translator stations: K07EB, Pinos Altos TV Association, Silver City, N. M.;

K07BL, K09BA, K11BF, Norris Community TV Inc., Randolph, Utah.

**Actions of June 13**

■ WVUE(TV) New Orleans—Granted mod. of CP to change type trans., make change in ant. site location (corrected coordinates) and change type ant.

■ KUSU-TV Logan, Utah—Granted extension of completion date to Dec. 13.

**Actions of June 12**

■ Granted CPs for following new VHF TV translator stations: Town of Rock River, on channel 9, Rock River, Wyo., to translate programs of KFBC-TV (ch. 5) Cheyenne, Wyo.; Northfork TV Association, on channel 6, North Fork, Idaho, KID-TV (ch. 2) Idaho Falls, Idaho; J. H. Cantrell Jr., on channel 12, Jellico, Tenn.; WBIR-TV (ch. 10) Knoxville, Tenn.; Salida TV Translator Association, on channel 2, Salida, Colo. KOAA-TV (ch. 5) Pueblo, Colo.; Spokane Television Inc., on channel 9, Spokane (northeast section), Wash.; KXLY-TV (ch. 4) Spokane

**Action of June 5**

■ K72BR, K74BX, K78BC, Elgin, LaGrande and Baker, all Oregon.—Granted extension of completion date to Dec. 5 for UHF TV translator stations.

**Fines**

■ By memorandum opinion and order, commission ordered Bastrop Broadcasting Inc. to forfeit \$250 to government for repeated violations of Sec. 317 of Communications Act and commission rules by permitting broadcasts of "teaser" announcements over KVOB Bastrop, La., without identifying either sponsor or product. Commission refused licensee's request to lift fine, but decided, after taking into account extent of violations as well as other pertinent factors to reduce amount of forfeiture from \$1,000 specified in notice of apparent liability to \$250. Action June 19.

■ By memorandum opinion and order, commission ordered licensees of commonly owned WCHI Chillicothe, WCHO Washington Court House and WKOV Wellston, all Ohio, to forfeit \$2,000, \$500 and \$1,000, respectively, or total of \$3,500, to government for willful or repeated violations of commission's rules. Two first named are licensed to Court House Broadcasting Co. which owns Family Broadcasting Inc., licensee of WKOV. Three stations are operated under supervision of W. N. Nungesser, president and principal stockholder of both corporations. All stations violated Sec. 3.93 (c) of rules by failing to employ first-class radio operator full time and, in addition, WCHI violated Sec. 3.55 by over-modulation. Action June 19.

■ Commission notified Royal Broadcasting Co. that it has incurred apparent liability of \$3,500 for willful or repeated violations of Sec. 3.93(c) of rules by failing to have radiotelephone first-class operator, in regular full-time employment, at WVAR Richmond, W. Va. Licensee was further advised that it can, within 30 days, file statement why it should not be held liable or why forfeiture should be reduced to lesser amount. Action June 19.

**Rulemakings**

**FINALIZED**

■ By report and order, commission finalized rulemaking in Doc. 14993 and reserved channel 18 (now commercial) for ETV use in Bellingham, Wash., Western Washington State College had sought reservation. Action June 19

**PETITIONS FOR RULEMAKING FILED**

■ Arkansas Educational Television Commission, Little Rock, Ark.—Requests institution of rulemaking proceeding to amend TV table of assignments to redesignate and reserve to Arkansas following channels as noncommercial educational TV channels: Arkadelphia from 34 to \*34; Batesville from 30 to \*30; El Dorado from 10 and 26 to \*26 and 10; Harrison from 24 to \*24; Hot Springs from 52 to \*52; Little Rock from \*2, 4, 7, 17 and 23 to \*2, 4, 7, 11, \*17 and \*23; Russellville from 19 to \*19. Received June 11

■ KPIR Eugene, Ore.—Requests amendment of rules to shift channel 3 from Salem, Ore., to Eugene. Received June 19.

## What can one company do to improve audience measurement?

### Continue Research Leadership!

It is a simple and certain fact that any improvements in any industry come from the innovator . . . the developer of new and advanced techniques. Isn't it more likely then that future refinements in audience research will come from a company who has consistently contributed these advances for more than a decade?

ARB thinks it is . . . and we're set on proving it. The quickest review of ARB's contributions will indicate we were first to use the interview-supervised family viewing diary for syndicated television audience measurement . . . to offer instantaneous television audience measurement via ARBITRON . . . to implement a means within the diary to record viewing by individual members of the family . . . to provide detailed information on the survey area . . . to define and survey total market areas . . . to

provide simultaneous audience measurement for every television station in every U.S. market . . . and, to expand local audience composition estimates. And these are only **some** of ARB's contributions.

While these advancements have been incorporated as beneficial additions to ARB reports, they are by no means the end. Responsibility to both clients and ourselves dictates continued leadership in audience research through self-initiated search for improvements.



**AMERICAN  
RESEARCH  
BUREAU**

DIVISION OF C-E-I-R INC.

## OUR RESPECTS to Robert Blair Ridder

# Third generation 'publisher' is electronic journalist

Considering the Ridder family penchant for individuality, it was not only logical but quite inevitable that Robert B. Ridder would lead the way in diversification of the publishing family's interests in the broadcast field.

Six of his cousins and his brother had picked newspaper careers. Not Bob Ridder. He was attracted by radio and television and it was he who foresaw new growth potential in these highly effective advertising and public service media.

As president of partly Ridder-owned WCCO-AM-TV Minneapolis-St. Paul and head of the Ridder family's other radio-TV interests, including WDSM-AM-TV Superior, Wis.-Duluth, Minn., and KSDN Aberdeen, S. D., Bob Ridder has maintained that quality of complete individuality among the broadcast properties too. Each also is entirely distinct and separate from any of the Ridder family newspaper holdings, an autonomous status he guards zealously.

This matter of broadcast autonomy is not quite the problem it might seem to be, he observes, since the managers of the stations actually are reporting to a Ridder who is in no way connected to the family's newspaper operations. In the case of WCCO-AM-TV, policy is set by an executive committee which includes Mr. Ridder.

**Local Image** ■ Station individuality naturally follows from the differing characteristics of each market, Mr. Ridder explains, as each outlet participates in local affairs and serves the various needs of its community. Mr. Ridder considers the local station manager to be the key to the success of a station since the manager heads the day-to-day operation and is in tune with his area and its business and civic leaders.

Always "very interested" in local community affairs—an interest which is well established by his personal example—Mr. Ridder has given the station managers full autonomy with respect to editorializing.

Color television is the coming thing. Mr. Ridder believes, even though not all programs have to be in color. WDSM-TV, an NBC affiliate, is heavy in color while WCCO-TV, although a CBS affiliate, does a great deal of local color programming. Mr. Ridder is watching the development of FM closely too, but he does not think FM will ever replace AM radio.

**Challenge To Grow** ■ Robert Blair Ridder was born in New York July 21, 1919, the third generation of the highly successful Ridder newspaper family. His grandfather had been publisher of the city's well-known German language daily, the *Staats-Zeitung und Herold*,

which his father and his two uncles took over in 1915.

Bob Ridder's father, Victor F. Ridder, who died just 10 days ago (June 14), shared the responsibility of helping to expand the family's publishing interests in the years following 1915. Bernard H. and Joseph E. Ridder are the brothers of the late Victor Ridder. In the 1920's they acquired the *New York Journal of Commerce*, *Long Island Daily Press* and *St. Paul Pioneer-Press and Dispatch*.

In the 1930's they added the *Grand Forks (N.D.) Herald*, *Aberdeen (S.D.) American-News* and *Duluth Herald and News Tribune*. After World War II they added several California papers: *San Jose Mercury-News*, *Long Beach Independent Press-Telegram*, *Pasadena Independent Star-News* and *Garden City News*.

In 1933 the Ridder family acquired a 50% interest in WTCN Minneapolis-St. Paul. The other half-owner was the Minnesota Tribune Co., headed by William J. McNally who today is board chairman of the WCCO properties. In subsequent years the McNally group merged its newspaper interest with the Cowles family group but continued independently in broadcasting. This evolution also has included a complex series of purchases, sales and joint ventures. In summary: WCCO was acquired from CBS, WTCN was sold and the early channel 4 WTCN-TV became WCCO-TV.

WCCO-AM-TV today is licensed to Midwest Radio-Television Inc., which is owned 47% by Cowles's Minneapolis

Star and Tribune Co. and 53% by Mid-Continent Radio-Television Inc. Mid-Continent is owned equally by the Ridder family's Northwest Publications Inc. and the McNally group's Minnesota Tribune Co.

**The Spark To Speak** ■ As a youngster, Bob Ridder was educated in Manhattan at St. Bernard's school. After high school at Portsmouth (R.I.) Priory, he enrolled as a language major at Harvard but had to drop out at the end of his junior year due to a collapsed lung.

Mr. Ridder recalls that the field of communication always has been second nature to him. He speaks German well, some French and Russian too. During school years he was parttime reporter and music critic on the *Staats-Zeitung*.

In 1941 Mr. Ridder went to Duluth as promotion manager for the family's paper there and took advantage of an opportunity to do the 10 p.m. news each night for two years on WEBC Duluth. He also obtained radio experience during his public relations work as a lieutenant (J.G.) for three years in the temporary reserve of the U. S. Coast Guard.

After World War II he began expanding the Ridder broadcast interests, and in 1946 WDSM was acquired. He managed WDSM until 1948 when he moved to the Twin Cities. That year KILQ Grand Forks, N. D., was acquired and he built both WEVE Eveleth, Minn., and KSDN. In 1949 he became president of the then WTCN property. WEVE was sold in 1949 and KILQ in 1962.

**Hockey Expert** ■ A life-long interest in ice skating and hockey, plus his knowledge of Russian, combined to give Mr. Ridder a rare combination of talents as manager of the U. S. Olympic ice hockey teams in 1952 at Oslo, Norway, and in 1956 at Cortina, Italy. He was a member of the 1960 Olympic committee at Squaw Valley. A member of the national board of governors of the American Red Cross, Mr. Ridder accompanied ARC's president, General Alfred M. Gruenther, on a Red Cross mission to Russia and Poland in 1960.

On the local scene Mr. Ridder is past chairman of the St. Paul chapter of the Red Cross, director of the Greater St. Paul United Fund and director of St. Paul's Riverview Memorial hospital and the Urban League there.

Mr. Ridder married Kathleen Culman of New York in 1943. Mrs. Ridder, an accomplished figure skater, shares her husband's interests in sports. They live in suburban St. Paul and have four children: Kathleen 19, Robert B. Jr. 15, Peter 10 and Christopher 3. Like other parents they have one family rule—no TV until all homework is done.



Mr. Ridder  
Individualism is his forte

## Ratings: Much work ahead

**T**HE ratings situation, which a few months ago seemed about as confused as it could get, is becoming more entangled not less.

The FCC and the Federal Trade Commission have now served notice that stations using ratings for sales or promotional purposes must be prepared to prove their accuracy, perhaps at the risk of their licenses (BROADCASTING, June 17).

Regardless of their propriety, the FCC and FTC actions accentuate the need for at least one phase of the ratings reform program currently under way—the creation of a system to audit the ratings services, so that all users can have confidence that the numbers they use are what they purport to be.

Fortunately, the audit may be the easiest part of the program to get off the ground. Ratings-service standards and methodology improvements, which form the other goals of the National Association of Broadcasters program, are by nature projects that take time.

Unfortunately, differences of opinion have developed over who should supervise the audit. Barton Cummings, president of Compton Advertising, has urged the NAB to consult with the Advertising Research Foundation, and Frank Gromer of Foote, Cone & Belding has come out flatly in favor of having the auditing done by ARF rather than an NAB organization. Their argument is that advertisers and agencies ought to have a voice in what's going on.

Valid as that argument is, it overlooks the fact that the NAB sought the active participation of the Association of National Advertisers and the American Association of Advertising Agencies, but that the ANA and the AAAA preferred to serve—and are serving—in a “liaison” capacity.

The NAB boards meet this week and will get a formal report on ratings developments. We would hope that, in addition, the boards will make clear that by all feasible means the research program will enlist advertiser and agency assistance and support. The confidence of buyers is essential.

We would hope, too, that the radio board might do something one way or another about the Radio Advertising Bureau's long-standing request for NAB participation in RAB's radio audience methodology study. The NAB research committee last week held that RAB's plans have “considerable merit” but voted unanimously to await further progress before recommending NAB participation. RAB has offered NAB a voice in shaping that progress. It seems to us that for the sake of the project itself, RAB is entitled to know now whether NAB intends to participate or whether RAB must go it alone.

## Fairness to whom?

**W**HEN the boys on Capitol Hill begin whooping it up over Section 315 and equal time, you don't need the calendar to determine that national elections are within sniffing distance.

The most important single element in today's campaigning is the amount of air exposure the candidate can get.

Since the last national elections in 1960 a new ingredient has been added. Editorializing has become a potent force. In the 1962 elections 133 radio stations and 15 television stations broadcast editorials for or against political candidates (BROADCASTING, June 17). This is bothering many incumbents. One, Representative John E. Moss (D-Calif.), last week introduced a bill (HR 7072) to amend the law to “assure fairness in editorializing in support of or in opposition to candidates for public office” by making the provisions

of Section 315, guaranteeing equal time, applicable to editorials.

The effect of such an amendment would be to discourage stations from editorializing altogether. Perhaps this is what Representative Moss and his colleagues have in mind.

Broadcasters understandably are in a quandary. FCC officials, past and present, have been encouraging stations to editorialize on controversial matters and not restrict themselves to innocuous mouthings about motherhood, home and flag. But in the next breath they talk about “fairness.”

To write a “fairness” doctrine into the law is to abridge the broadcasters' constitutional right of freedom of speech and of the press. The right to editorialize is the right to support or oppose causes or candidates. What may be construed as “fair” by one candidate is certain to be considered unfair by his opponents.

Last week another measure was introduced on equal time. Senator Vance Hartke (D-Ind.) for the second time offered his bill (S 1696) to repeal Section 315.

Senator Hartke's observations provide an eloquent and logical answer to those who would retain Section 315 and, like Representative Moss, would extend it to further degrade and demean broadcasters.

“It is time,” Senator Hartke told the Senate, “that we recognized the maturity of the radio and television broadcasting industry and, by repealing this provision, give it a vote of confidence. In 1960 the industry used its temporary freedom [suspension for the Great Debates] with a sense of objectivity and fair play in the public interest.”

Senator Hartke's bill is the honest and just answer to the equal time dilemma. Unhappily its chance for passage in the existing climate is bleak. But that does not mean that broadcasters should quit. They should write Senator Hartke in support of his proposal so that he may document his case. He is fighting the broadcasters' battle.

Enlightened station ownerships have used the editorializing prerogative creditably. They have offered those with opposing views, whether they are public officials or private citizens, access to their facilities. They do not need a law or an FCC mandate any more than enlightened newspapers need government decrees to print letters to the editor.

Those stations that abuse the privilege are the loose operations whose irresponsibilities will get them into trouble anyway, not only with their government but with the public.



*“Better jack up sales in your territory, Murdock, before our executive vice president starts calling it a vast wasteland.”*



Miss Texas, Penny Lee Rudd

**AUTUMN**  
**BUY**  
**NOW**

**WBAP-TV**

**5**



**DALLAS-  
FORT WORTH**

**Of the ten  
1963 Ohio State  
program awards  
to commercial television  
stations...**

**SIX  
were made to  
CBS Owned  
stations!**

CATEGORY II:  
Natural and Physical Sciences  
(for adults)

- ⑥ Award to WCAU-TV Philadelphia  
for "Space: the New Ocean"

CATEGORY III:  
Social Sciences (for adults)

- ⑥ Award to WCBS-TV New York  
and New York University  
for a "Sunrise Semester" program  
on labor relations

CATEGORY IV:  
Public Affairs & Community  
Problems (for adults)

- ⑥ Joint Award to K.NXT Los Angeles  
for "Burden of Shame: The Child Molester"
- ⑥ and to WCAU-TV Philadelphia  
for "Conformity"

CATEGORY V:  
Personal Problems (for adults)

- ⑥ Award to WCBS-TV New York  
for "Superfluous People"  
Personal Problems (for children  
and youth)
- ⑥ Award to WCAU-TV Philadelphia  
for "Tottle"